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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. NOVEMBER, 1915. NUMBER 11.

THE MONTH'S HISTORY.

The Whelan-Liggett Situation 453
The Plan as Outlined 453
One Harrison Law Ruling 453
And Then Another One 454
Disclosing Ordinance to be Contested 454
The Toasted Corn Flakes Case 454
Mil to Replace the Cubic Centimeter 455
The N. W. D. A. at Santa Barbara 455
Barium Sulphide is a Dangerous Poison .. 455
A Dangerous Incompatibility 456
Cora Dow 456
College Amalgamation 456
Minor Mention 456

EDITORIAL.

Germany's Pre-eminence in Chemistry 457
War Prices and the Future 458

PROFITS AND EARNINGS.

Some Questions Answered 459
The Question of Expenses 460

ABOUT PEOPLE.

A President and a General Manager 461
A Druggist and a Major 461

ILLUSTRATED SECTION.

The Palm Garden 462
Big Ones and Little Ones 463
A Group of Drug Stores 468, 469

CONTRIBUTED ARTICLES.

Interviews with Successful Druggists—Leonard A. Seltzer (Illustrated). By Walter M. Chase 464
Should a Druggist Marry?
Prize Article: Marriage Makes a Better Druggist. By W. A. Hatchett .. 470
The Druggist's Duty to Marry. By A. C. Webb 471
Marriage is Every Man's Privilege. By William Moulton 471
No—His Store is His Wife. By Jared H. Winchester 472
Working Hand in Glove with a Friendly Physician. By Julius E. Block 473
The Experiences of a Traveling Salesman. By J. E. E. 475
Prominent Men as Customers of My Store. By William G. Greenawalt 477
Putting Life into a Dead Account. By Nolen Ambrose Turner 478
When a Customer Followed My Advice. By M. K. Barber 479
A Display of Package Perfume (Illustrated). By Arthur A. Haas 480

BOARD QUESTIONS ANSWERED.

A Correction 481
A New York Examination 481

SELECTIONS.

Ligatures a Much Neglected Line 483
The Gentle Art of Refusing Credit 484
Make Yourself Independent at 60 485
Legitimate Trade Lost to the Druggist ... 485
How Mark Twain Learned to Remember 486

LETTERS.

Commercialism and Pharmacy 487
Permanent Solution of Magnesium Citrate 487
From an Australian Subscriber 488
Curiosity Attracts Customers 488
The Cost of Inventory Making 489
Strictly Cash 489
Graphic Art 489
From John F. Patton 489

CAPSULES OF SCIENCE.

Mnemonic Munitions 490

BOOKS.

Kramer's "Scientific and Applied Pharmacognosy" 490
"The Genus Eucalyptus" 490

PRACTICAL PHARMACY.

A Practical Prescription Workboard 491
The Preparation of Flake Agar-agar 491
How to Mend Rubber Gloves 491
Order in the Prescription Department 491
Cleaning Chemicals by Means of an Electric Fan 492

BUSINESS HINTS.

Announcing the New Clerk 492
Proper Color Schemes 492
A Separate File for Narcotic Prescriptions 492
Reaching Out for Holiday Business 493

QUERIES.

Percentage Solutions 494
How Rubber Sponges Are Made 494
Haarlem Oil 494
Concerning a Chill and Malaria Preparation 494
Coloring Electric Light Bulbs 495
Locust Blossom Perfume 495
Antipyrin and Spirit of Nitrous Ether in Combination 495
Irish Moss Cream 495
Discolored Formaldehyde 495
Shaving Cream 495
Bay Rum 496
Envelopes and Label Gum 496
Ink for Marking Tin Cans 496
Black Varnish 496
Foot Tablets 496
Mustard Cream 496
To Produce a Clear Solution of Phenol 496
Concerning Ichthyol Ointment 496
Where to Obtain Toy Balloons 496

THE SCRAP BOOK 23-55

ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER, DETROIT, MICH.

SINGLE COPIES TEN CENTS

Entered at the post-office at Detroit as second-class mail matter.
Copyright, 1915, by E. G. Swift

"VIKO"

Aluminum Hot Water Bottle

This article of real merit is a radical departure from the old style bottles now on the market. The many important and distinct advantages are clearly apparent. The perfect shape of the "VIKO" bottle is strongly significant. It's flat bottom makes it easy to fill. The correctly shaped concave and convex sides make it excellently adaptable for all purposes for which a hot water bottle is intended.

"VIKO" Aluminum Hot Water Bottles are absolutely seamless and therefore safe and dependable. Burning and scalding are impossible as there are no seams to open and allow the hot water to escape. They are made of hard, thick aluminum—the most practical metal for the purpose—and are strong and durable, yet light in weight. They are highly polished and always remain bright and attractive. They hold 1½ quarts of water. Aluminum does not rust, corrode or tarnish, and is perfectly sanitary and readily sterilized. It stores and retains a large amount of heat. "VIKO" Bottles remain hot from 10 to 15 hours.

With each "VIKO" Bottle is furnished free a high quality heavy outing flannel coat. Usually the bottles are packed in plain cartons, but for the Holiday Season we furnish them in beautiful holly cartons. This makes an ideal Christmas article.

"VIKO" Aluminum Hot Water Bottles are economical as they last for a lifetime. They are made to satisfy both dealer and consumer. Interesting profits to dealers and perfect satisfaction to customers.

If your jobber cannot supply you simply fill out the coupon and we will see that you are well taken care of.

We are interested in your "VIKO" Aluminum Hot Water Bottle and would like further particulars.

ALUMINUM GOODS MFG. CO.,

Manitowoc, Wis.

BRANCH SALES OFFICES:

Chicago. New York. San Francisco.

"Perfection" Hospital Ware

Finest White Semi-Porcelain. Guaranteed Impervious

Hospitals and Retailers Can Obtain these Goods from their Regular Wholesale Medical Supply House or Druggist Sundriesman. If you have any difficulty in obtaining them write direct to the Manufacturers

"Perfection" Bed and Douche Pan

THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD
"PERFECTION" PORCELAIN BED AND DOUCHE PAN
U.S. PATENT JUNE 5.1900
U.S. PATENT MAY 4.1909
ALSO PAT. IN GT. BRITAIN

British Patents No. 9583—1900 & No. 5311—1909

Anatomically Correct Fits the Body

No Pressure on the end of the Spine

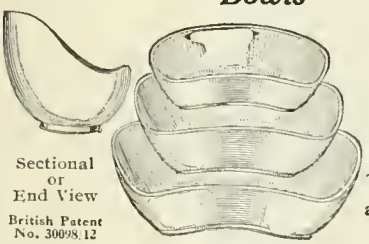
Prevents Bed-Sores

No Unsanitary Spout or Corners
Easy to Empty and Clean
A Douche Pan as well as a Bed Pan

No. 1—Large Size for Adults
No. 2—Small Size for Children

Used in Over 500 Hospitals in Gt. Britain and Colonies, and in Over 2000 Hospitals in the United States

"Perfection" Dressing or Bleeding Bowls



Sectional or End View

British Patent No. 30098.12

Improved Pus or Vomiting Basins

Back Wall Twice as High as Front Wall

Three Sizes—**10 inch; 8 inch; and 6 inch**

The high back gives these Basins a larger capacity and allows them to be carried more easily. It also prevents the vomits, if projectile, from soiling the Nurse or Surgeon. This feature makes the "Perfection" Bleeding Bowls very useful in the Operating Room, while the patient is on the Operating Table, and also in the Ward when the patient is recovering from the Anæsthesia.

The "Perfection" Dressing Basins are especially suitable for Ear and Eye work.

"Perfection" Male Urinal

British Patent No. 20507 06

The Correct Shape

Stands Firmly on End When Not in Use so that Contents Will Not Spill

The Wide Base Gives Almost Double the Capacity of the Bottle or Duck-Shaped Urinals

Can be Used in Conjunction with the "Perfection" Bed Pan

Fig. 1—Position When Not in Use

The "Perfection" Is more practical than the old-style Urinals and is easier to use as it rests comfortably between the thighs and does not require to be held in position. This feature makes it useful in cases of involuntary urinations.

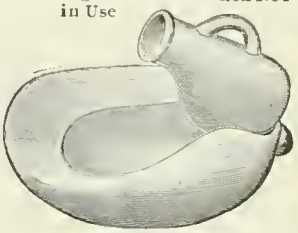


Fig. 2—Shows Urinal in Conjunction with "Perfection" Bed Pan

"Handy" Female Urinal and Child's Bed Pan

The Only Practical Female Urinal Made

Useful as a Bed Pan for Children

Suitable for Adults and Special Fracture Cases Where a Low, Small Size Pan is Required

Weight Only 2¼ lbs. Capacity, 30 oz. Length, 12 in. Height at Front 1 in.; at back 3 in.

The "Handy" is comfortable because the front end is slightly curved to take away pressure from the Spine. It is sanitary because it is easy to empty and clean. It lies firmly on the Bed without danger of tilting or wetting the Bed Linen.

Manufactured Under the Patents of Meinecke & Co. of New York by

Grimwades Limited, Stoke-on-Trent

London Address—13 St. Andrews Street, Holborn Circus, E. C.

Send For Our

NEW CATALOG "A"

(Superseding previous issues)

Illustrating and describing
the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered

THE RETAIL DRUG TRADE

Boxes for every requirement
of the Modern Drug Store.

A complete supply of all styles and
kinds kept in stock.

American Stopper Company,

Dwight and Verona Streets, - - BROOKLYN, N. Y.

INDEX TO ADVERTISERS.

Abbott Alkaloidal Co., The..... 42
Albany Chemical Co..... 50
Alkalol Co..... 55
Aluminum Goods Mfg. Co.....2d cover
American Can Co..... 26
American Ever Ready Works..... 7
American News Co.....13, 31
American Soda Fountain Co..... 3
American Stopper Co..... 2
Ansco Co.....4th cover
Armstrong Cork Co..... 47

Barnstead Water Still Co..... 54
Becton, Dickinson & Co..... 47
Benderscheid Mfg. Co..... 45
Benger's Food, Ltd..... 43
Berlin Laboratory, Ltd., The..... 44
Blackman Stock Remedy Co..... 53
Brenard Mfg. Co..... 51
Bristol-Myers Co..... 55

Conklin Pen Mfg. Co., The..... 5
Columbus Show Case Co..... 48
Consolidated Fruit Jar Co..... 50
Crane, James C..... 54

Day, J. H., Co., The..... 55
Denver Chemical Mfg. Co..... 23
Dodge & Olcott Co..... 49

Eckman Mfg. Co..... 42
Edison Lamp Works..... 50
Elastic Tip Co 44
Emerson, H. P., & Co..... 49
Ex-Lax Manufacturing Co..... 44

Fougera, E., & Co..... 46
French Lick Springs Hotel Co..... 48
Fritzsche Bros..... 53
Fuller, George R., Co..... 54

Gould, M. P., Co..... 15

Hanford, G. C., Mfg. Co..... 54
Higgins, Chas. M., & Co..... 55
Hinds, A. S..... 32
Hoffmann-LaRoche Chemical Works, The..... 52
Hostetter Co., The..... 24
House of Mennen 29

Keasbey & Mattison Co..... 45
Kondon Mfg. Co..... 43

Manheimer, J..... 53
Manning Advertising Service, The..... 21
Marvel Co., The..... 37
McCourt Label Cabinet Co..... 39
McCready, R. W., Cork Co..... 50
McIlvaine Brothers..... 27
Mead & Co 55
Merchants' Publishing Co..... 52
Merck 53
Milwaukee Dustless Brush Co..... 54

National Can Co..... 28
Newton Automatic Lettering Pen Co.... 55
New England Confectionery Co..... 51

Paddock, J. H., Co., The..... 48
Parke, Davis & Co.....14, 18, 58, 60
Pinex Co., The. 43
Planten, H., & Son..... 54
Practical Advertising Co., Inc..... 9
Practical Druggist Institute..... 55
Puffer Mfg. Co., The..... 8

Qnincy Show Case Works..... 49

Retail Druggist, The..... 20
Roessler & Hasslacher Chemical Co., The 23

Saginaw Show Case Co..... 46
Seelman, Geo., & Sons Co..... 19
Seneca Camera Mfg Co..... 56
Sidney Elevator Lift Co..... 51
Skillen-Goodin Glass Co..... 54
Smith, L. C., & Bros. Typewriter Co..... 10
Smith, Martin H., Co 4
Southern Aseptic Laboratories..... 35
Spatula, The..... 40
Sperry & Hutchinson Co., The..... 22
Stokes, F. J., Machine Co..... 46
Swift, E. G.....6, 16, 36, 3d cover

Typewriters Distributing Syndicate..... 41

Underwood Typewriter Co.....12, 59
Usona Mfg. Co., Inc., The..... 33

Van Ostrand Curren Co..... 17

Wade, J. J., & Co..... 52
Walrus Mfg. Co..... 11
Waterman, Arthur A., & Co..... 45
Wells & Richardson Co..... 25
Whitall Tatum Company..... 1
Whitney Glass Works..... 51
Wilmarth Show Case Co..... 30
Wisconsin Electric Co..... 34
Wirz, A. H..... 47

Yesbera Mfg. Co., The..... 38

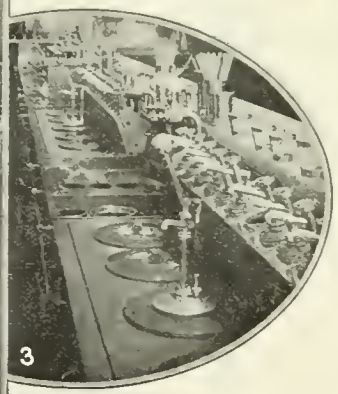
THE "DRESS UP" SLOGAN HAS REACHED ALL OF THE DRUGGISTS AS WELL AS MERE MAN. This country of ours is prosperous beyond anything this generation has ever seen---so "DRESS UP" yourself and your store and be a part of the general prosperity. Be ready for "OPPORTUNITY" when she calls. No one can stand still; you either move forward or backward. WHICH WAY ARE YOU GOING?

An American Innovation Soda Fountain will materially help you to "dress up" your store. It is easily the handsomest feature in it; the beautiful marble, onyx, silver plate and mirrors are the business magnets which draw profit-producing customers. Let us tell you about our proposition.

LOWEST PRICES
EASIEST TERMS OF MONTHLY PAYMENTS

1

2


3

Just write, telling us the space you will devote to the new soda fountain and state how many syrups you want; also ask for our new booklet, the pocket edition size, "How to Judge a Soda Fountain." It tells you all you want to know about soda fountains—the "American" or any other, and it is FREE FOR THE ASKING to anyone interested in a new soda fountain.

AMERICAN SODA FOUNTAIN CO.

271-281 Congress St., BOSTON, MASS.

Warerooms: New York, N. Y. Atlanta, Ga. Philadelphia, Pa. Chicago, Ills. San Francisco, Cal. Dallas, Tex.

We are at last in a position to report something to interest and gratify

THE HONEST DRUGGIST

To seriously concern and displease the

SUBSTITUTOR

To surprise, disappoint and thwart the

UNSCRUPULOUS and CONTEMPTIBLE MANUFACTURER

who supplies a counterfeit and fraudulent product for substitution purposes.

Ergoapiol (Smith) capsules bear on the inside of each capsule the letters M. H. S.

These letters are not visible from the outside, but they are plainly discernible in the gelatine when the capsule is cut in half.

This method of marking Ergoapiol (Smith) now offers absolute protection against any imposition in the use of a spurious and fraudulent product.

Identification by the physician or patient is now very simple, because no analytical investigation is necessary and because no one else can use this invention as it is our exclusive property under Letters Patent in the United States and foreign countries.

We have been manufacturing Ergoapiol (Smith) with this patented protective mark for the past two years, but have withheld announcing the fact, so as to give reasonable and ample time for all the old style capsules to have been dispensed.

Physicians are now being fully informed regarding this protective mark and easy method of identification.

Capsule intact, showing no mark objectionable to the physician.

Patented in U. S. and foreign countries.

Capsule cut in half through the seam, showing initials.

Ergoapiol (Smith) is to be had only in packages of twenty capsules each. It is not *under any circumstances* supplied in bulk or other form.

MARTIN H. SMITH CO., New York, N. Y.

Let's Make Your Store Fountain Pen Headquarters for Xmas Shoppers

Of all plans for attracting Xmas shoppers, here is the greatest *proved* business-getter. It's a *whale!* It will positively produce *results* for you—it will boost all Holiday goods you carry, especially

Conklin's Self-Filling Fountain Pen
NON-LEAKABLE

Best of all, everything shown in the Plan is wholly *free* to you. It is described and illustrated in a handsome folder just off the press. It will PAY you to send the corner coupon below for this folder. And it won't put you under any obligation whatever. Tear it off and mail it *Now.*

The Conklin Pen Mfg. Co.
163 Conklin Bldg. Toledo, Ohio, U. S. A.

The Conklin Pen Mfg. Co. B
Toledo, Ohio.

Gentlemen:—Send at once, the free folder describing your Christmas Plan.

Name _____

Address _____

THREE PRACTICAL BOOKS

The Druggist and His Profits

Written by HARRY B. MASON.

Nine druggists out of ten are enormously deceived about their profits. This book tells in the first place how a man may know exactly what his business now yields him; in the second place it tells him what his business should yield; and in the third place it tells him how to make the yield what it ought to be. Every phase and department of the druggist's business is thoroughly considered, and methods for making a detailed and systematic improvement all along the line are given. Sent for $1.00 post-paid.

Window Displays for Druggists

Edited by HARRY B. MASON.

This book is now in its third edition—a sufficient proof of its practicality and usefulness. It comprises clear photographic reproductions of 115 window displays, and each trim is described so that it may be easily and successfully duplicated. There is also a chapter on "Trimming the Window," two calendars suggesting articles for display every week in the year, a collection of clever slogans for use on show-cards, and other material to help the druggist make the most of his window space. Sent for $1.00 post-paid.

350 Dollar Ideas for Druggists

Edited by HARRY B. MASON.

We paid $1.00 each for these 350 ideas—hence the title of the book. There are 46 novel and ingenious methods of capturing more business. There are 31 money-making formulas worked out by shrewd druggists. There are descriptions of practical devices for use in the store, dispensing and compounding kinks, bookkeeping and accounting suggestions, tips about the prescription department, ideas about the soda fountain, clever methods used in displaying and selling souvenir post-cards, and other miscellaneous ideas that either mean money-saving or money-making. Sent post-paid for $1.00.

$1.00 Each—All Three for $2.50.

E. G. SWIFT, P. O. Box 484, **Detroit, Mich.**

Get Ready for the Christmas Rush

Thousands of live retailers find real money each year in meeting the big Christmas rush for EVEREADY Flashlights. These handy electric lights appeal to everybody because they're handsome, useful and different from the ordinary run of presents; and because the many styles answer every requirement at prices within the reach of all.

EVEREADY FLASHLIGHTS

were so much in demand last Christmas that many dealers who had to reorder at the last minute had difficulty in getting their goods in time.

This Christmas, the demand is bound to be even bigger. EVEREADY sales have been larger throughout the year, and business in general is better. Dealers are cashing in on the great national advertising campaign which has been running all the year; the big nation-wide "EVEREADY Sales Drive"—during which 20,000 dealers made special window displays and thousands of people were introduced to the EVEREADY Line—is just over; the widely advertised "Electrical Prosperity Week," November 29th to December 4th, will shortly be directing particular attention to all electrical goods such as EVEREADY Flashlights. All these things point to a record-smashing Christmas business.

Be sure *right now* that your stock is in shape. Be sure not only that you have plenty of EVEREADY Vest Pocket Lights, Tubular Pocket Lights, Houselamps and Hand Searchlights, but that you have the EVEREADY specialties which so many people want for Christmas gifts—guest candles, pistol lights, flashlight clocks, fountain pen lights, etc.

Send in your order now. If you've never handled EVEREADY'S, mail us the coupon and we'll tell you about our introductory order proposition.

AMERICAN EVER READY WORKS
OF NATIONAL CARBON COMPANY
Long Island City **New York**
Branches: Atlanta Chicago San Francisco
Canadian Factory: Canadian Ever Ready Works of Canadian National Carbon Co., Limited, Toronto, Ontario

No. 23
Send me complete information about EVEREADY Introductory Order Proposition.

Name.....

Address.....

PUFFER'S
ONE PRICE SODA FOUNTAINS

For cash or on time payments. Nothing better ever made.

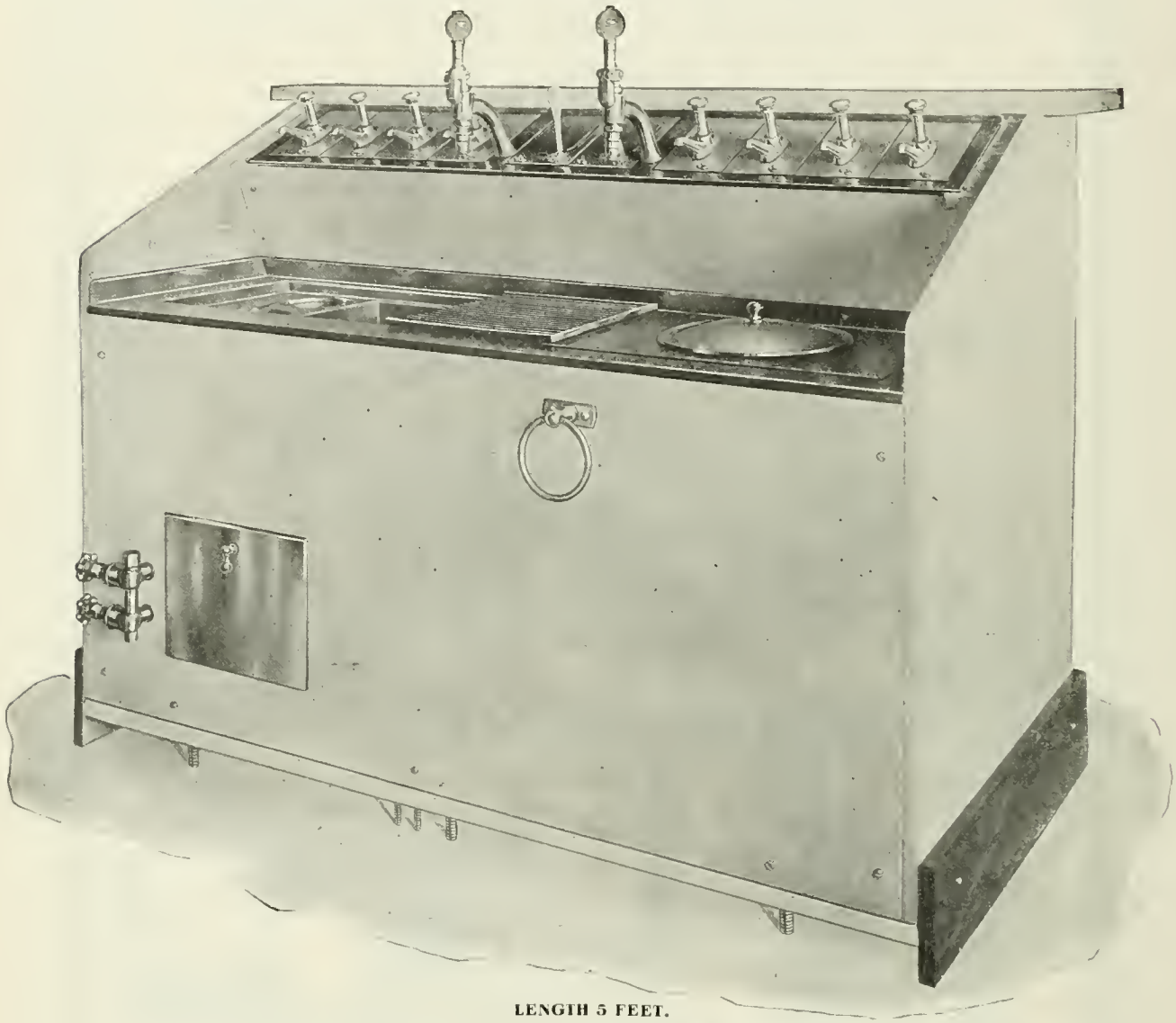
STONE
METAL **An Everlasting**
VULCAN **Combination**
CORK

Vulcan is a material hard as stone, impervious to water or acids, is seamless, and will outwear any other part of any construction.

EVERY APPARATUS SEALED, adding tremendously to its value in *ice saving, sanitation, and plumbing.*

Made in lengths 5 feet, 6 feet, 8 feet, 10 feet and 12 feet.

Examine cut carefully and compare as you please this practically indestructible fountain, AT OUR VERY LOW PRICE.



LENGTH 5 FEET.

Cash Price, F. O. B. Winchester, Mass., $365.00

Cash deposit of $40 required, balance sight draft with bill lading. You can order by mail with every assurance that price is the same as if ordered at our warerooms, or through our salesman.

Absolutely no deviation in construction or price. Write us for catalog or further particulars. Prompt shipments assured.

THE PUFFER MANUFACTURING COMPANY,

FACTORY, WINCHESTER, MASS.

Office and Warerooms, 51 Portland St., BOSTON, MASS.

When Everything Else Fails Try

A BOOSTER CLUB CAMPAIGN

IN YOUR STORE

Here is the biggest trade winning, cash getting, sales making force, offered to retail dealers. It works for for Druggists, Hardware Dealers, for General Merchants and for Grocers with equal facility.

One Grocer in Kansas sold 277 boxes of Corn Flakes In a single day as a special through this method. This was a new brand of goods.

The Peoples Trading Co. of Minnesota had the biggest Pork and Bean day ever experienced by any merchant in that State, by the use of Booster Club methods.

G. W. Baker, an Illinois merchant, had collections in excess of $1,700 for one day.

One member of a campaign in a Kentucky town brought a merchant more than $6,000 in new cash trade.

These are only a few of the things that are accomplished by this whirlwind, sales building force.

In addition merchants clean out their slow sellers, unload unprofitable stock at full prices, and often make the cost of the campaign many times over from what they would lose if they put on a cut price sale.

Think of the additional value that you will get by selling more of your better merchandise at full price, at regular profit, by the use of this method.

Full details of campaigns sent to any interested merchant who clips out and mails the coupon to-day.

Write, Telephone or Wire at Once.

PRACTICAL ADVERTISING CO.

SPRINGFIELD, ILL.

Cut out and mail coupon to-day.

PRACTICAL ADVERTISING CO., Springfield, Ill.

Kindly send us at once full information about the "Booster Club Campaign." Also mail us copy of the "Booster Journal" and your booklet "How to be a Good Booster."

We will be glad to know how to increase our customers—our sales. We want to make friends for our store.

Name _____

Town _____ State _____

B. of P. 11-15

Ball Bearing—Long Wearing.

The . . .

"Silent Smith"

New Model 8

ONE of the greatest retail merchants of the country built his business upon the maxim—"The customer is always right." This principle has been followed in the manufacture of the

L. C. Smith & Bros. typewriter

The wants of the *user* have dictated its construction. The *user* has decided in favor of certain improvements, now incorporated in the New Model 8. Here are some of them:

Silence of Operation—The most silent running efficient typewriter ever placed on the market. Absolute silence has been very nearly attained.

Decimal Tabulator—A help in billing and tabulating. There is no extra charge for this convenience.

Variable Line Spacer—Enables the operator to start on a given line and space from point of starting; also to write on ruled lines whose spacing varies from typewriter spacing. A great help in card work.

Faster Ribbon Feed—Insures new place of impact for each type face.

Choice of Carriage Return—Upon special order the new left hand carriage return will be furnished in place of the right hand.

All the important features of previous models have been retained—ball bearing carriage, typebars and capital shift; back spacer, key controlled ribbon, removable platen, protected type, flexible paper feed and automatic ribbon reverse.

Write for new catalog of Model 8. . . It will explain why the L. C. Smith & Bros. typewriter is a synonym for superior service

L. C. SMITH & BROS. TYPEWRITER COMPANY

Branches in all principal cities. *Factory and Home Office: SYRACUSE, N. Y.*

MR. WALRUS SAYS

"The Walrus 1916 Models are ready"

SODA FOUNTAINS
Many new designs.
Pumps guaranteed a life time.

SECTIONAL DRUG STORE FIXTURES
Splendid construction, Artistic designs, Easy payments

CARBONATORS
Marketed under an unconditional guarantee

ICE CREAM CABINETS
The Leak Proof Kind
Ice cream manufacturers should get our prices

A Beautiful Catalog Fully explains

Years of experience, large quantity production, strength in purchasing power, every facility for economical manufacturing, and originality of modern marketing methods, place at your disposal in the Walrus line, a dependable, well worth the price, article.

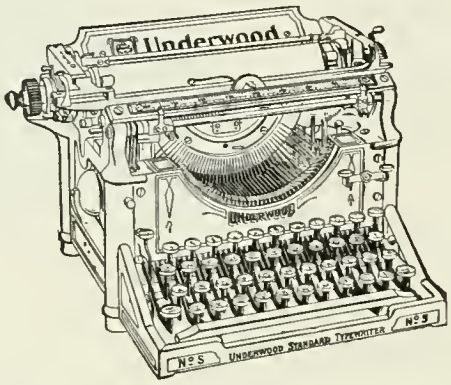
Visitors always welcome to our spacious factory and show rooms

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS.

LARGEST BUILDERS AND DISTRIBUTORS OF HIGH GRADE SODA FOUNTAINS
THROUGH JOBBERS. REPRESENTATIVES IN ALL PRINCIPAL CITIES

DETROIT—Michigan Drug Co. GRAND RAPIDS—Hazeltine & Perkins Drug Co. FORT WAYNE—Fort Wayne Drug Co
BUFFALO—Henry J. Walz Co. COLUMBUS—The Orr, Brown & Price Co.

HERE ARE SOME THINGS the



UNDERWOOD
Druggists' Special

Is doing for thousands of others
and will do for you:

Write your labels, large and small.
Do your bill and charge work.
Type your correspondence.
Your store is not complete without the

UNDERWOOD

"The Machine You Will Eventually Buy"

Next to the Soda Fountain

the MAGAZINE and PERIODICAL Department brings the greatest number of the best class of trade right into your store—makes them your regular customers.

Mr. C. T. Medlock, of Dallas, a prominent Texas druggist, in writing states: "Outside of the Soda Fountain I consider PERIODICALS the greatest trade-pulling department in the drug store."

Every druggist who installs a

Magazine *and* Periodical

Department is greatly surprised at the number of desirable, money-spending, new customers, he acquires.

When you stop to consider that practically no expense is required—no inconvenience in making a sale—that it accommodates your customer at a good profit to yourself and brings new trade to the store—can you consistently delay longer ?

Tear off, sign and mail Coupon TO-DAY. It will bring full information how to install this department in your store with scarcely any expense.

THE AMERICAN NEWS COMPANY

9 to 15 Park Place

New York City

The American News Company, New York

Please send me your price list and full particulars in regard to installing a Profit-paying News Department.

Name.. .....

Address.....

.....

.....

B.P.

EMPTY CAPSULES

that are "built like a watch."

A prominent pharmacist made this significant comparison in conversation with one of our representatives the other day. He had in mind the perfect fit of cap and body of our capsules. There is seven-thousandths of an inch difference in the two parts—just enough so that one slips easily over the other. And when the cap is on, it *stays* on. There is no danger of leakage or spilling of contents.

Parke, Davis & Co.'s Empty Capsules are made from the highest quality of gelatin, under ideal conditions, in the best equipped capsule plant in the world. They are readily soluble. They are pliable, hence will not break in handling. They are machine-made and are uniform in size, shape, thickness and color. Each capsule is a perfect replica of every other capsule in the box.

Our empty capsules are beautifully transparent. They are of unequalled brilliancy. They are free from grease-spots.

ASK OUR SALESMAN TO SHOW YOU SAMPLES.

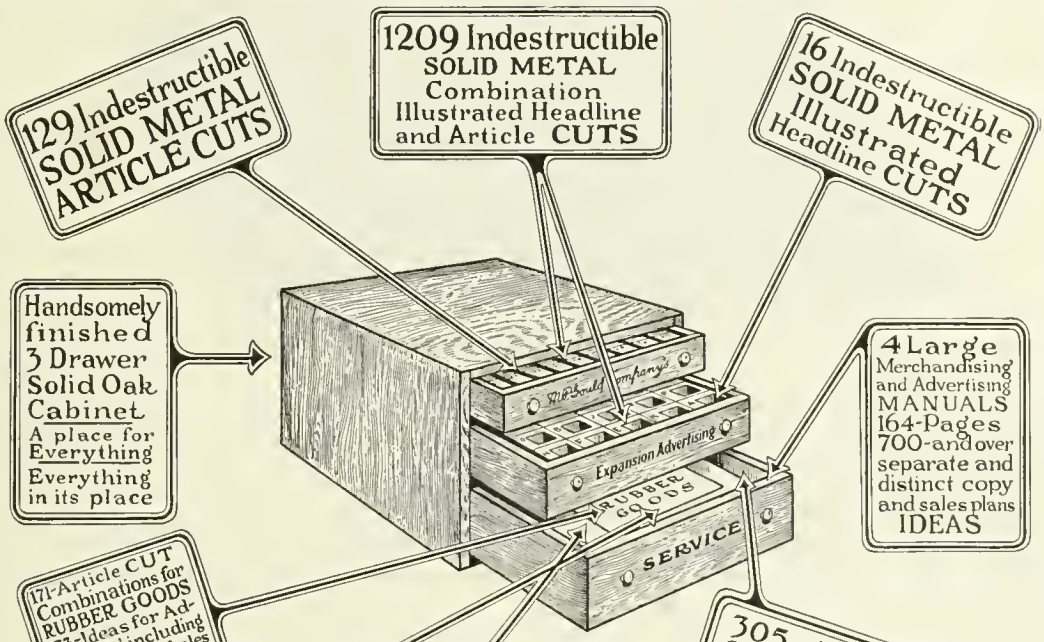
Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati Indianapolis, U.S.A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

A Brand New Invention


129 Indestructible SOLID METAL ARTICLE CUTS
1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS
16 Indestructible SOLID METAL Illustrated Headline CUTS
Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place
4 Large Merchandising and Advertising MANUALS 164-Pages 700-and over separate and distinct copy and sales plans IDEAS
171-Article CUT Combinations for RUBBER GOODS 173-Ideas for Advertising including copy. A mass of sales and advertising information. All this exclusively for RUBBER GOODS
263-Article CUT Combinations for SUNDRIES 315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.
PRINTED and ILLUSTRATED IDEAS for Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailings, Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of Newspaper Advertisements. A veritable encyclopedia of Drug Store Advertising.
305-Article CUT Combinations for TOILET GOODS 263-Printed and Illustrated Advertising copy ideas. A big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS
M.P. Gould Company
Expansion Advertising
RUBBER GOODS
SERVICE

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M.P. Gould Company

120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once ➤

Above Solid Oak Cabinet FREE

Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____

Street _____

City _____ State _____

B.P Nov.

Send It to Your Medical Friends for Christmas.

New (Thirtieth) Edition.

This book is a necessity to every general practitioner. It saves the doctor's time. It prevents losses. It provides a simple, efficient method of keeping accounts with patients.

It is the most conveniently arranged visiting-list ever published; provides a place of record for prescriptions of narcotics (as required by the Harrison Act), an obstetrical record, a record of deaths, a vaccination record, a record of bills and accounts, blanks for memoranda, monthly summary, etc.; contains a complete table of adult doses (32 pages), a table of doses for children, an obstetrical table, a table of equivalent weights and measures, a table of thermometric equivalents, a percentage solution table, a list of poisons and antidotes, as well as much other information of value to every practicing physician.

This book makes an admirable Christmas gift for physicians. It is a book that is consulted many times a day, and every day in the year—a book that is a constant reminder of the donor and his store. Every year we receive thousands of orders from druggists for copies of it for presentation to their medical patrons.

THE
PHYSICIAN'S PERFECT CALL LIST
AND RECORD.

Handsomely bound in morocco. Full gilt edges. Name of the physician, "Compliments of" and name of the druggist (or pharmacy)—three lines—embossed in gold free of charge.

Price to the Trade, $1.50, less 25%.

Send us your order now. We will deliver the books in ample time for Christmas.

Box 484, Detroit, Mich.

E. G. SWIFT, Publisher.

Make Your Advertising Win Business Success

The right kind of advertising will increase the earning capacity of your business. Make it command attention, and MAKE IT RETURN A GOOD PROFIT. You can get some mighty interesting information by mailing the coupon below.

VAN OSTRAND-CURREN COMPANY'S DRUG STORE ADVERTISING SERVICE has been developed to the highest point of efficiency, and represents the most progressive basis on which advertising may be used with the greatest effect. We realized in the beginning how disheartening it is for a druggist to use advertising in various forms, and then have barely the first cost returned as a reward for his efforts. The development of our SERVICE has eliminated the possibility of loss through advertising expenditures, and each of the hundreds of letters received from satisfied SERVICE users tells a story of success, which proves conclusively that our patrons are getting more business and are realizing better profits than they ever did before they had our co-operation.

This Business-Building Service covers every form of publicity, including: newspaper advertising, circulars, window cards, blotters, mail-order advertising, booklets, folders, mailing cards, letters, counter-slips; the pushing of your own preparations, making the telephone return a profit, merchandising methods, cost accounting, window displays, and show-cards finished in two colors.

More than 50 separate and distinct pieces of advertising copy together with finely finished show-cards are furnished each month, and the cost of it all is less than 2% of what it would cost you to get it out yourself.

This SERVICE is given to but one druggist in a place, and we would like to send you, without any obligation on your part, full details of our advertising and business methods, together with terms and other information.

Remember, there's no obligation, but be sure to clip the coupon while the matter is before you so that some other druggist in your locality will not get in first as we positively will not accept more than one.

Van Ostrand-Curren Company

ADVERTISING

301 S. Burdick St.

Kalamazoo, Michigan, U. S. A.

Clip the Coupon ⟶

If Convenient, attach coupon to letterhead.

BP11

COUPON

VAN OSTRAND-CURREN CO.
KALAMAZOO, MICHIGAN, U. S. A.

I am interested in advertising, and would like to have more information in regard to your "Service," together with terms.

Name.....

St. & No.....

City.....State.....

I have been using the following forms of advertising

.....

Emetine Hydrochloride for Pyorrhea.

Every doctor and dentist will want Emetine Hydrochloride.

Pyorrhea alveolaris (or Riggs' disease of the gums) is one of the commonest of ailments.

Until recently it was one of the most difficult to treat.

The situation is now changed. Emetine Hydrochloride has changed it.

Administered hypodermatically, Emetine is virtually a specific in pyorrhea.

We supply Emetine Hydrochloride in sterile solution—convenient for injection.

◆ ◆ ◆

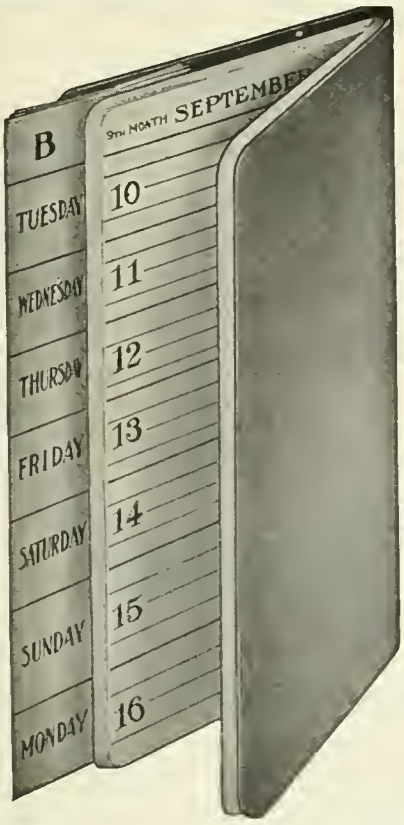
AMPOULES.

Ampoule No. 40.—$\frac{1}{3}$ grain: packages of 6.
Ampoule No. 76.—$\frac{1}{2}$ grain: packages of 6.
Ampoule No. 80.—5-Cc. vials in individual containers.

Laboratories: Detroit, Mich., U. S. A.
Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N.S.W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.



Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.

Perpetual Diary

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports, etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer, mechanic and everybody desiring records of daily events.

Prescription Case for Physicians

Every physician needs a prescription case.

Why not present him with one bearing your card?

For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.

Geo. Seelman & Sons Co.

Manufacturers Leather Specialties and Memorandum Books.

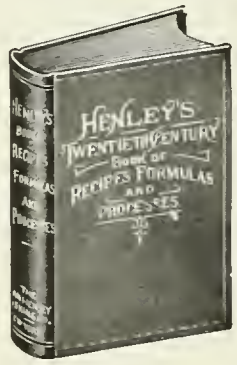
Milwaukee, - Wis.

Genuine Seal Grain Leather.

PRICE $1.00—40 PER CENT DISCOUNT TO DRUGGISTS.

Your Card in Gold, 25c. Doctor's Name, 10c. Post-paid on Receipt of Price.

You Want This Book



WOULD it mean anything to you to be able to have at your finger tips a book that would give you practically every recipe and process known to chemistry, pharmacy and to every other branch of the useful arts and sciences?

Henley's Book of Formulas, Recipes and Processes contain over 10,000 selected chemical, pharmaceutical, technical and household recipes and gives thousands of recipes for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

This book is one of the most valuable reference books for druggists and manufacturers that there is published. It will supply you with information necessary on absolutely every recipe, formula and process known to every trade and science in the world.

Among some of the Formulas given are

Toilet Article Formulas
Recipes for Every Disease
Veterinary Formulas
Fertilizing Recipes
Bleaching Recipes
Etching and Engraving Recipes
Recipes for Glass Making
Paper Making Recipes
Recipes for Ointments
Mirror Making Formulas
Paint Making Formulas
Gilding Recipes
Galvanizing Recipes
Bronzing Recipes
Tinning Recipes
Silvering Recipes
Recipes for Adhesives
Recipes for Plating and Enameling
Cleaning Processes
Soap Making
Leather and its Preparations
Recipes for Alloys
Recipes for Solder
Photographic Formulas
Shoe Dressing Recipes
Stove Blacking Recipes
Rust Preventive Recipes
Recipes for Lubricants
Recipes for Oils
Recipes for Dyes, Colors and Pigments
Recipes for Dryers
Ink Recipes
Recipes for Artificial Gem Making
Jeweler's and Watchmaker's Recipes
Household Formulas
Waterproofing Recipes
Fireproofing Recipes
Recipes for Cements, Glues, Mucilages
Fireworks Recipes
Recipes for Eradicators
Alcohol and its Uses
Recipes for Essences and Extracts
Dentifrice Recipes
Cosmetic Recipes
Perfume Recipes
Tanning Recipes
Metallurgical Formulas
Hair Restorers
Depilatories

And many thousand more—Equally Important in the Arts and Manufactures.

We are selling this book to druggists at **$3.50** each, which includes a year's subscription to the Retail Druggist—the Magazine for live business Druggists.

THE RETAIL DRUGGIST

58-60 West Lafayette. **Detroit, Michigan**

All of Your Holiday Advertising FREE

The November issue of the Manning Service will contain the bulk of Holiday Advertising.

Those who do not handle holiday goods will not be slighted, as the usual amount of copy will be furnished for all seasonable lines.

Start now and get the November Service FREE.

See order at bottom of page.

THE MANNING ADVERTISING SERVICE

BUILDS SECURELY FOR THE RETAIL DRUGGIST

The Manning Service is issued monthly in printed form and contains copy for every kind of advertising which the busy druggist is apt to need—

Newspaper Ads, Booklets, Circulars, Circular Letters, Letters to Physicians, Folders, Mailing Cards, Counter Slips, Signs, Parcel Post Ads, Own Remedy Ads, Illustrated Window Displays, and Picture Slide Advertising.

We also take up each month distinct phases of Business Building, Special Plans, Schemes, Etc.

An Exclusive Advertising Service—$1.00 a Month.

The Manning Advertising Service is supplied Exclusively to one Druggist in a locality, and as all material in the Service is copyrighted there is no chance of work prepared by us being duplicated by your competitors.

The low price of One Dollar a month is made possible because we furnish the same Service to thousands of druggists in different localities.

If you were to employ the services of an experienced advertising writer to write especially for you all of the advertising copy included in the Monthly Service it would cost you not less than $60.00 a month.

Be original—be a leader in your community. Use up-to-date advertising. You have the opportunity of securing the Exclusive Use of the Manning Service for your locality if you act NOW.

TEAR OFF HERE AND MAIL TO-DAY.

SPECIAL HOLIDAY ADVERTISING ORDER.
13 Months' Service $12.00

Manning Advertising Service,
St. Louis, Missouri.

Date.....

If you have no client in this locality, please enter $\frac{\text{my}}{\text{our}}$ order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for **ONE YEAR and thereafter until notified to discontinue.**

A condition of this order is that $\frac{\text{I am}}{\text{we are}}$ to receive the November, 1915, issue of the Service FREE. For this Advertising Service $\frac{\text{I}}{\text{we}}$ agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly from December First, 1915.

NAME STREET

TOWN STATE

NOTE: Discount for Advance Payments—5% for 6 Mos.—10% for 12 Mos.

A PICTURE of EFFICIENCY!

AFTER you have thoroughly digested the merchandising meat you will find in a copy of "The Business Builder," which we will gladly send you, you will probably proceed with an analysis of your own business needs.

If you will let us send you our new "Service Chart," a glance will answer the questions you are asking yourself:

¶ Will this service prove effective in the community from which I draw trade for my store?

¶ As a manufacturer will it open the new territory I am after?

The "Sperry" Map, printed in colors, is a most graphic and convincing picture of the far reaching, National organization we are prepared to place behind our subscriber no matter where his store may be located or his product distributed.

MAIL US THE COUPON

MAIL THIS!

Please send me a copy of "The Business Builder," also your "Service Chart," showing how your system will meet my needs. This request incurs no obligations.

Name.....

Address.....

Business.....

Address Dept. "O" Service.

The Sperry & Hutchinson Co.

S. H. Green Stamps

The Hamilton Corporation

Hamilton Coupons

GEO. B. CALDWELL, President.

2 West 45th St. New York City

BRANCHES EVERYWHERE IN THE UNITED STATES

BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., NOVEMBER, 1915. No. 11.

THE
BULLETIN OF PHARMACY
Issued on the first of every month by
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ASSISTANT EDITOR: ARTHUR L. BUZZELL.
BUSINESS MANAGER: HARRY SKILLMAN.

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United States and Mexico,	**$1.00 per year**
Foreign countries,	**1.50 per year**

FOREIGN OFFICES:
WALKERVILLE, ONT., CAN.
378 ST. PAUL STREET, - - MONTREAL, QUE., CAN.
19 AND 20 GREAT PULTENEY STREET, W., LONDON, ENG.
125 YORK STREET, - . SYDNEY, N. S. W., AUSTRALIA.

All articles for publication and all communications bearing on the text should be addressed:
EDITOR BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.
All business letters should be addressed:
PUBLISHER BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

THE WHELAN-LIGGETT SITUATION.

Both the Riker-Hegeman and the Liggett interests state that the reports so widely circulated that a merger of the two large drug corporations had been negotiated were premature. "Merely a recurrence of talk that has been heard at intervals for three or four years past," is the way H. S. Collins, one of the executives of the Riker-Hegeman Co. and generally regarded as George J. Whelan's chief lieutenant, puts it.

Nevertheless both interests admit that negotiations are under way, and certain officers high in authority do not hesitate to point out a number of advantages that might accrue. Competitive rivalry would be wiped out, for one thing. As an official phrases the situation, "George J. Whelan, instead of being a competitor of Mr. Liggett's, would become a partner with him." Then, too, the establishment of mutual interests would give both the Liggett and the Riker-Hegeman specialties wider scope; and, again, it is thought that there could be no objection, either on the part of the drug trade in general or of the government, to the merger.

* * *

THE PLAN AS OUTLINED.

Columns of space have been devoted to the merger, and it is generally believed by the press that the officers of both corporations have come to an agreement, and that a plan of consolidation has been drafted. It is pointed out, however, that the officers themselves cannot take the final steps which will result in an actual merging of identities until the consent of the stockholders has been secured. In the case of the Riker-Hegeman Company, 75 per cent of the stock must be favorable to the proposition.

The plan outlined in the New York and Boston papers provides that the Riker-Hegeman Company shall be admitted on a valuation basis of $125 for each $100 face value of Riker stock, and that the Liggett stock shall come into the merger on a basis of $187 a share. The merger plan calls for the formation of a new company, and it is said that this plan has received the approval of the Department of Justice at Washington. Further developments will be watched with keen interest.

* * *

ONE HARRISON LAW RULING.

Harrison Law rulings seem to come in pairs; for a number of months the BULLETIN has commented on two in each issue. We have used the heading "Two More Harrison Law Rulings" until we are in danger of tangling up our annual index with it.

However, there are two more this month. Both pertain to the ordering of goods. It is now necessary to indicate on the official order form the quantity of narcotic drug to the ounce, or, if the narcotic involved is contained

in a tablet or pill, the total number of tablets or pills must be stated, and the amount of the narcotic in each pill or tablet must be made known in terms of grains. For example, it is not enough to say "Fluidextract White Pine Compound for Syrup, 5 pints." The amount of morphine sulphate contained in a fluidounce must be indicated, and it will be necessary to write "Fluidextract White Pine Compound for Syrup, morphine sulphate 1 grain per fluidounce, 5 pints."

In ordering pills and tablets composed of a number of ingredients, the whole formula need not be repeated, but the content of each and every Harrison law narcotic must be indicated—like this, for example: "Pill Anodyne (morphine acetate, 1/20)."

Later.—In deference to protests, the government has decided to hold this ruling in abeyance until January 1, 1916. Meanwhile it may be ignored entirely.

* * *

AND THEN ANOTHER ONE.

Narcotic orders must bear a written signature. Stamps or printed signatures are not permitted; and in every instance there must be an indication of individual responsibility in the preparing and signing of these forms. Therefore the signing of narcotic order forms with a firm name, with no other name to indicate who wrote the order, is not the way it should be done. The name of the principal officer of a firm, corporation, partnership or company, or the person who is granted, through power of attorney, authority to sign such orders, must invariably appear thereon, and druggists and dealers are cautioned against filling such orders unless these requirements are complied with.

It will be noted that druggists are charged with the responsibility of seeing that orders of this character which are presented to them to be filled are properly signed as indicated. Jobbers and manufacturers are charged with the same responsibility. Unless the druggist signs the order as directed he cannot expect to get the goods.

* * *

DISCLOSING ORDINANCE TO BE CONTESTED.

Few druggists would care to see the return of the old days when so-called patent medicines enjoyed a free-for-all existence under unrestricted rules. There were too many flagrant abuses of the wide latitude granted; too many extravagant, almost insane, claims made, both on the package and in the advertising matter; and very often an altogether reprehensible spirit of absolute piracy was revealed when the contents of a package was subjected to chemical analysis. Nevertheless druggists do not view with favor extreme or arbitrary measures—and it is held that the Goldwater formula-disclosure ordinance, promulgated by the board of health of the city of New York, will not admit of a milder classification.

This ordinance takes effect December 31 and demands that the manufacturer of any proprietary remedy which shall be sold in Greater New York after the date mentioned shall cause to be printed plainly on the package the names of all active ingredients contained in his preparation, or that he shall supply the health board with a list of the drugs comprising his formula. He must also file with the board copies of the exact text of his labels, as well as of all statements set forth in the way of advertising claims. Changes made in the label, or even in the advertising matter, must be approved by the board before they may be used.

As might well be expected, the manufacturers of proprietary remedies have taken a firm stand in defense of their interests and the validity of the ordinance is to be tested in the courts. The opinion seems quite general that the measure will be found invalid. In the meantime the ordinance is to be entirely ignored, and the officers of the Proprietary Association of America have informed the trade in New York that the association will defend any suits brought against druggists under it.

* * *

THE TOASTED CORN FLAKES CASE.

In December, 1912, action was brought against the Kellogg Toasted Corn Flake Company, Battle Creek, Mich., to restrain the company from maintaining a system of price regulation in the distribution of its product. The company has now agreed to accept a decree and not make an appeal to the United States Supreme Court. The decree provides that the company must rearrange its selling plan, must not exact price agreements from distributors, and must not print on the carton of its product a warning that Corn Flakes must be sold for a certain price or action will be

brought against the seller under the patent rights law.

And in the latter clause, perhaps, lies the significance of the entire performance. The Kellogg company originally predicated its right to control and standardize its price on the fact that the carton containing the breakfast food was protected by letters patent, and when action was instituted under the Sherman antitrust statute its defense was based on patent law. It may perhaps, therefore, be deduced that the weakness of its case lay rather in the line of defense selected than on general principles, and it must not be assumed that the cause of price standardization as represented by the Stevens bill has been more than remotely affected. Pursuing different lines of defense, the manufacturers of another breakfast food—Cream of Wheat—won out in a United States District Court on a somewhat similar charge. The Cream of Wheat case was discussed in this department last month.

* * *

MIL TO REPLACE THE CUBIC CENTIMETER.

We are told by members of the revision committee that with the coming out of the new Pharmacopœia the term "cubic centimeter" will have become null and void and that thereafter the unpretentious little word "mil" will be the proper usage. "Mil," it is explained, is a contraction of the word "milliliter," and represents the thousandth part of a liter.

It is further pointed out that cubic centimeter never should have been introduced, in the first place; and to make the indictment still stronger, Professor Joseph P. Remington, in a paper read at a meeting of the Pennsylvania Pharmaceutical Association recently, called attention to the fact that most of us mispronounce the west section of the term, anyhow! "Sonti-meter" is wrong, avers Professor Remington; "centimeter" is the correct pronunciation; and when some misguided individual goes this one better and contracts the bastard compound (part French, part English) to "see-sees" he is committing an abomination unto the Lord.

Those who favor the new term agree that "mil" is a simpler word and is correct, scientifically as well as etymologically. And in putting the innovation into practice all we need do, it is said, is to discontinue absolutely and for all time the use of either cubic centimeter or its abbreviation, Cc. As Professor Remington recommends, "Don't say sontimeter; say mil!"

* * *

THE N. W. D. A. AT SANTA BARBARA.

The forty-first annual convention of the National Wholesale Druggists' Association, which was held this year at Santa Barbara, California, approved the Stevens Bill, urged the advisability of a uniform State narcotic law, and protested against the extension of the so-called emergency stamp tax. The convention, taken as a whole, was a very successful one, and the jobbers seem very confident of a prosperous year despite the somewhat chaotic condition of the market. The new officers are: President, Charles J. Gibson, Albany, New York; first vice-president, C. F. Michaels, San Francisco, Cal.; second vice-president, Joseph H. Brown, Little Rock, Ark.; third vice-president, A. W. Miller, Philadelphia, Pa.; fourth vice-president, C. A. Faus, Salt Lake City, Utah; fifth vice-president, R. H. Moore, Houston, Texas. F. E. Holliday, New York, was made secretary, and E. A. Stone, also New York, assistant secretary. The Board of Control comprises James W. Morrisson, Chicago, chairman; Charles E. Bedwell, Omaha, Neb.; George R. Merrell, St. Louis, Mo.; L. D. Sale, Los Angeles, Cal.; and Frank C. Groover, Jacksonville, Florida.

Next year's convention will be held in Baltimore, about the middle of October.

* * *

BARIUM SULPHIDE IS A DANGEROUS POISON.

Another fatal case of poisoning, due to the administration of barium sulphide for barium sulphate, has been recorded, pointing again to the necessity for extreme caution in dispensing these two salts. Barium sulphide is poisonous, is used mostly as a depilatory, and rarely, if ever, administered internally. Barium sulphate, on the other hand, is quite often employed now in connection with the process of taking *x*-ray pictures of stomachic conditions, and is harmless. Unfortunately, the average drug store does not have barium sulphate in stock, but very often does have the sulphide. Then, too, perhaps a prescription might come in calling merely for "barium sulph.," and unless the druggist is fully posted a fatal error may result—due, under such circumstances, largely to the prescriber's carelessness.

In the case above referred to, the prescription bore the phrase "For X-ray use." The druggist read this "For external use," and so labeled the package. The physician did not notice this, however, and gave his patient the fatal draught.

* * *

A DANGEROUS INCOMPATIBILITY.

In the April issue of the BULLETIN mention was made of an important incompatibility between quinine and aspirin pointed out by Professor Wilbur L. Scoville. Briefly stated, the incompatibility is due to the formation of quinotoxin, a poisonous compound. In the presence of water aspirin splits up into acetic and salicylic acids, which decomposition probably takes place when aspirin comes in contact with the water of crystallization of the quinine. The acids then convert the quinine into the isomeric quinotoxin.

This incompatibility may account for a death which recently occurred in Detroit. A woman died in convulsions shortly after taking a dose of quinine and aspirin. She had been sick for several days and had been taking these substances regularly. That the mixture may have been the cause of her death seems quite plausible, especially in view of the fact that physicians who were summoned to the house could find no evidence of other poison and decided that death was due to convulsions, the cause of which they were unable to learn.

If the quinine and aspirin combination was the cause of death in this instance, and it appears quite likely that it was, druggists should be on their guard against dispensing such mixtures. As both quinine and aspirin are popular home remedies they should also advise customers not to take the two in conjunction.

* * *

CORA DOW.

A few days after announcement was made that the Dow chain of 11 drug stores in Cincinnati had been merged with the Weatherhead group comprising three stores, the transaction involving a million dollars, word was received that the creator of the big Dow business had succumbed to tuberculosis. And the creator of the Dow chain was a woman; one who, despite all the handicaps inherent in such a situation, pushed her way to a high pinnacle in the commercial world.

Some thirty years ago Miss Dow succeeded to a small business left by her father, who died after a lingering illness. She took up the burden, and with it a determination to become a registered pharmacist, being the first woman in Cincinnati to be admitted to the practice of pharmacy. In due time she opened up a second store, to be followed by others, until, as stated above, she controlled, absolutely, the destinies of eleven. She owned her own ice-cream plant, and maintained a big central warehouse. According to the newspapers, her fortune is estimated at nearly $2,000,000, and the drug business she developed in Cincinnati is said to have been the largest retail industry under one name in the entire Ohio Valley.

* * *

COLLEGE AMALGAMATION.

The Medico-Chirurgical College of Philadelphia has become amalgamated with the Medical School of the University of Pennsylvania. More than that, effort will be made to have the Jefferson Medical College and certain other institutions merge their interests likewise. Incidentally this apparently means that the Medico-Chi. Pharmacy School will become a department of the State University—a step that will probably prove beneficial in many particulars. The University of Pennsylvania is a very powerful institution, and is of course under State control and support.

* * *

What is listed in the Texas press as a "dinner-dance" was given in honor of W. H. Cousins, who was recently elected second vice-president of the N. A. R. D. Z. E. Marvin sat at the head of the table, and Jacob Schrodt, C. O. Laney, E. G. Eberle, W. D. Adams, and C. A. Duncan responded creditably.

* * *

A course in business training which will include accounting and salesmanship has been added to the pharmacy curriculum at the University of Iowa. The New York College of Pharmacy also now includes in its course a year's work in business accounting, finance, and allied subjects.

* * *

Lowell M. Palmer, president of E. R. Squibb & Sons, died September 30, at the age of 70. Mr. Palmer was one of the earliest supporters of the movement for the erection of the Brooklyn Academy of Music.

EDITORIAL

GERMANY'S PRE-EMINENCE IN CHEMISTRY.

At the annual meeting of the Chemical Society of Great Britain, held in March, President William Henry Perkin delivered an address of great importance. He first asked the question why it was that Germany had wrested from Great Britain the manufacture of dyestuffs and other organic chemicals, and then went on to give the answer with such conviction that no rejoinder was possible. The situation is one of great interest to the United States for several reasons, due principally to the fact that, with importations from Germany shut off, the United States as well as the rest of the world is now threatened with something like a chemical famine.

But why has Germany become so preëminent in this line of industry?

Dr. Perkin shows that back in 1870-75, there were chemical factories in England of greater leadership than was true at that time of Germany. But shortly afterwards Germany began to forge to the front, and within a few years had practically robbed England of its position in this field. The German success was due entirely to the German method of basing all industrial operations on scientific research.

The German universities have skilled investigators on their faculties. The students are trained in original investigations, and research is demanded of every man who desires a doctorate degree. The result is that an army of original investigators is placed at the disposal of the chemical factories, and the leading spirits in these manufacturing concerns are wise enough and broad enough to avail themselves of the opportunity.

One large chemical factory in Germany, with 10,000 workmen, has no fewer than 350 chemists and 150 engineers and other technical experts. In Great Britain, on the other hand, the universities have done nothing to foster the development of organic chemistry. Research work is not insisted upon with students. Problems in pure instead of applied chemistry are the only ones that appeal to the university teachers. Factory managers, on the other hand, follow rule-of-thumb methods, consider original research as both costly and unnecessary, and entirely fail to grasp the importance of the situation.

Here, in the opinion of Dr. Perkin, is the reason why Germany has led the world in organic and industrial chemistry. Now that the war has locked up Germany's output within her own borders the situation is serious in Great Britain and in other countries. A movement is on foot in England to develop one or more coal-tar factories with some sort of assistance from the government, and it is proposed to place a tariff of twenty-five per cent on chemical importations in order to protect the industry after the war. Dr. Perkin gives his support to this arrangement, but insists that England will fail in the effort if she doesn't revolutionize her methods and place far greater emphasis upon the value of original research work.

Take the analogy, for instance, presented by the pharmaceutical industry in this country. The United States leads the world in the manufacture of pharmaceuticals just as Germany leads the world in the manufacture of chemicals. And the reason is precisely the same. The pharmaceutical industry is solidly based upon constant study and experiment. The manufacturing house which has the largest and the best corps of scientific workers is the house which attains the greatest measure of practical success. The boundaries of pharmaceutical science are widened year by year. Improved methods of making old products are constantly being sought. New products are constantly being discovered. Progress and advancement constitute the very arch of the structure.

As to that other question, whether or not the United States can imitate England in the present crisis and bring about a domestic development of the chemical industry, much may be said for and against the proposition; but if American manufacturers decide to enter the field, they must be prepared to pay the price of success in costly and continuous research. The only way to make fine chemicals, and compete with the world in doing it, is to make them just as cheap and just as well as anybody else. Producers must study scientific methods of cutting down expense—and spend money in doing it. They must constantly work improvements. They must occasionally bring out new products. They must learn how to

capitalize waste materials. They must go into the thing whole-heartedly or not at all.

In the meantime, as indicated in the early portion of this editorial, we are threatened with what practically amounts to a famine in some of the well-known medicinal chemicals. Things like aspirin, novocaine, digitalin, salicylic acid, and physostigmine salts are practically unavailable now, and the worst is probably yet to come. Salvarsan has brought enormous prices in some instances due to a scarcity.

What can be done about it? The alternatives are unfortunate. Either we have got to go without, use more or less unsatisfactory substitutes, or develop a chemical industry on home soil.

WAR PRICES AND THE FUTURE.

"To illustrate our troubles," said the head of the pricing department of a large pharmaceutical manufacturing house the other day, "I recently sent copy for a change-slip on quinine products to the printer based on 46-cent quinine, and before the proof got back quinine had gone to 60 cents. It has now gone above $1.50."

We asked this authority on prices to supply us with a somewhat extended list which would more fully illustrate his "troubles," and he compiled for our use the following comparative table:

	July, 1914.	October, 1915.
Acetanilide, per lb	$ .34	$ 1.20
Acetphenetidin, per lb	1.17	16.00
Bismuth subnitrate, per lb	2.12	3.25
Cantharides, Russian, per lb	2.45	5.50
Calomel, per lb	.95	2.00
Carbolic acid, per lb	.20	2.00
Caffeine alkaloid, per lb	5.00	12.50
Chloral hydrate, per lb	.50	1.27
Cod-liver oil, per bbl	22.50	100.00
Corrosive sublimate, per lb	.88	1.78
Potassium permanganate, per lb	.22	1.35
Potassium bromide, per lb	.51	3.25
Potassium iodide, per lb	3.30	4.32
Phenolphthalein, per lb	1.75	12.00
Quinine sulphate, per oz	.38	2.00
Saccharin, per lb	1.80	11.00
Salol, per lb	.77	6.00
Santonin, per lb	35.00	55.00
Salicylic acid, per lb	.37	3.50
Thymol, per lb	2.75	16.00
Belladonna leaves, per lb	.75	2.00
Belladonna root, per lb	.35	2.25
Sage leaves, per lb	.10	.50
Senna, Tinnevelly, per lb	.18	.40
Stramonium leaves, per lb	.20	.40

Now all this is extremely important to the retail druggist. Prices are advancing constantly—is he keeping up with them and moving up the figures on the goods involved correspondingly? In many cases we are afraid he is not.

Take the situation with reference to glycerin, by way of illustration. A little more than a year ago glycerin could be bought for 20 or 25 cents. It is now held around 60 cents, New York market, and extensive purchases by foreign governments may drive the price still higher than the figure at which it is now being quoted. Glycerin is highly important in a manufacturing laboratory, as well as in the drug store. It enters into the production of a great many preparations, such as elixirs, certain fluidextracts, and glycerin suppositories, and very naturally affects the prices of all these preparations. The situation is not only unprecedented in many ways, but far-reaching in its effects.

In July, 1914, salol could be bought for 77 cents a pound. In October, 1915, salol commanded a price of $6.00 a pound. Has 77-cent salol been marked up to $6?

Certain dealers may contend that such a course would not be a fair one to pursue. But why isn't it? Suppose a druggist has on hand 25 pounds of carbolic acid bought more than a year ago at 15 or 20 cents, for instance. He can easily dispose of this to one of the larger institutions for somewhere around the $1.50 mark. Would it be wrong for him to do so? And is he not entitled to this same profit if he splits the deal up into a large number of small sales?

When his supply is exhausted he will have to pay the advanced figures; and if he has not already kept his retail prices fairly well keyed up with advancing costs he will have a very busy time explaining the sudden jump to his customers.

It must be borne in mind, also, that a sharp decline in prices is inevitable when the European war ceases. The cessation of abnormal demand, and the raising of embargos—these, when they come, cannot fail to cause drops which must necessarily entail a sudden depreciation in the value of the stock. The future is a factor which must not be lost sight of.

So, taken as a whole, there would seem to

be only one wise course to pursue, and that is to watch price advances closely and to sell in accordance to the present rising schedule. In no other way can the future be provided for.

Pricers for big concerns are not alone in their troubles. Retail pricers confront exactly the same conditions and must be governed by the same principles.

PROFITS AND EARNINGS

SOME QUESTIONS ANSWERED.

There is a young pharmacist in one of the Philadelphia suburbs who has been studying the matter of business accounting with a keen degree of interest, and a number of problems have arisen in his mind. He has accordingly asked us some questions, and on the assumption that what he has asked us about will be of general interest, we are presenting his letter in full:

I have read your most valuable book, "The Druggist and His Profits"—read it twice, am going to read it again, and then some more. I am beginning to feel as if I were going to be a regular John Wanamaker.

I want to systematize my business and keep an accurate set of records so I can always know how I stand. I took an inventory last March, and after I took it I did not know what to do with it only as a record in case of fire. Now I can see how it fits into your scheme. On the first of this month I started your system of keeping accounts.

I have always had a set of books, one to balance my check account, and one showing receipts and paid-outs from the cash register; this I have balanced each month. I think I shall continue this method of keeping books and use your method for special business records, although I have never kept a record of purchases. This special record I shall use as you have outlined it in Chapter 3 of your book. Now for some questions:

1. Could you give me an idea as to the size of books necessary for these records as you outline them? I want to do this right or not at all.

2. We receive a great many citrate bottles back and give the customer 5 cents for each one; would you charge this up as an expense?

3. I receive $200 a year from the Post-office Department; how much of this would you charge up to expense?

4. Here in this city we have a coöperative wholesale drug company, and we save from 5 to 8 per cent on a great many things; for instance, we pay 90 cents an ounce for Antikamnia tablets, while the regular wholesaler charges $1.00, and then we pay $1.80 for Sloane's Liniment, and so on. What would you charge on the inventory for these articles? In order to buy from this concern one must be a stockholder; our money is invested there, and the reduced prices are secured through our efforts.

5. On taking cash discounts, are they charged off from the purchases at the end of the year?

6. My last year's sales were $8880, and I have charged the store $216 for rent. Can you tell me what per cent rental I am paying as discussed in Chapter 15 of your book?

7. Will you kindly tell me how many books I need and what kind for this method of yours?

8. Is it possible to balance books each month by this method?

Your replies to these questions will be greatly appreciated by one who wants, and who has the ambition and the energy, to keep modern and scientific business accounts. I thank you also for writing such a book as you have and for placing it where I could get it.

In order to save space, we shall reply to the foregoing questions by number, as follows:

1. Our system involves the use of a day-book or slips on the one hand, and a ledger on the other. The former needs no explanation. The latter is outlined on page 23 of Mr. Mason's book, and you need a volume only large enough to contain this form of ruling on each page. Really, a book five or six inches wide would almost answer the purpose. Provision is made for the daily entering of purchases, but it might be better to wait until the month is up and make one entry then. Thus you could deduct cash discounts, allowances, and so on, and add freight, cartage, and express.

2. Inasmuch as you probably charge five cents for these bottles in the first place, and figure the item in your sales, the five cents that you return should accordingly be subtracted from the sales. Bottles should not be considered an expense in any case: they are a part of the cost of the goods.

3. The $200 you receive from the government annually goes into your sales. You should only charge in the expense account whatever special expenses there may be in connection with the post-office work.

4. In your record of purchases, and also on your inventory, you put these items down at what they actually cost. So far as your investment in capital stock is concerned, you probably get dividend returns from it.

5. Cash discounts are always subtracted from the purchases—either at the time, at the end of the month, or at the end of the year.

6. This is a simple problem in division. You divide $216 by $8880, and you find that your percentage of rent to sales is 2.4.

7. Technically, this question is answered in the reply to question 1. We may say, however, that we are now engaged in working out a complete system of bookkeeping covering every requirement in the store. This will be available later on.

8. No, books ordinarily can be balanced only by the double-entry system. The scheme of business accounting outlined in Mr. Mason's book is really supplementary to the regular bookkeeping operations of the store. The best way of balancing the figures is to check them up by means of a regular asset and liability accounting at the end of the year. This was suggested on page 371 of the BULLETIN for September.

THE QUESTION OF EXPENSES.

William Osborne, Jr., of Presque Isle, Maine, has written Mr. Mason as follows:

I have purchased your book, "The Druggist and His Profits," have read several articles in *System*, and have secured all other information at hand relative to the profitable conduct of a modern drug store, but still there are some questions which I would like explained.

The expense of clerk hire being around 10 per cent of the sales, I am wondering if this includes the salary of the proprietor. I don't see how it can, but I have been given to understand, from some source, that the salaries of clerks *and* proprietor should not exceed 10 per cent of the sales. However, a $12,000 business which allows a salary of $1000 a year to the proprietor would only have $200 a year available for clerk hire, and I don't see how a store doing that volume of business could take care of the trade under such conditions.

Can you direct me to any information relative to percentages of other items of expense based on sales? Even approximate percentages are valuable.

Mr. Mason has replied to Mr. Osborne in a personal letter, of which the following is a copy:

"I am very glad, in replying to your letter of the 23d inst., to give you what information and help I can, but I am afraid that it will be very little. In effect, you ask for standardized averages for certain expenses. Now in the first place the practice of accounting hasn't been conducted long enough by retail druggists to enable us yet to get a definite line on these averages. In the second place, I am doubtful whether any satisfactory averages can ever be worked out anyway, inasmuch as conditions vary so widely.

"Take a chain store in the Liggett group, for instance, doing a business, let us say, of $300,000 a year. Suppose the manager gets a salary of $3000. The percentage for this item would then be only one, although there would have to be added to this the store's percentage of the administration expense at headquarters.

"Now if you take the case of an average druggist you will see how different it is. Suppose you were doing a business of $15,000 a year. You pay yourself a salary of $1000 as manager, and you perhaps get along with one clerk and one boy who cost another $1000. In this event your cost of administration is 7 per cent against the one per cent or perhaps two per cent of the Liggett store, and your cost of clerk hire is another 7 per cent—a total of 14 per cent.

"This is one reason why the large stores are able to cut down their expenses. Up to a certain point, in other words, the ratio of expense decreases as the size of the business increases, and thus you have all sorts of averages for the different items of expense. I should say that, in the ordinary store, it would be impossible to expect 10 per cent to cover both proprietor's salary and clerical expense. It would be difficult to cut this below 14 per cent as indicated in the foregoing paragraph. Add to this 5 per cent for rent, and you have already rolled up 19 per cent for the three main sources of expenses in a drug store.

"As for other items of expenditure, I cannot give you figures that will be very useful. As I have already indicated, the facts haven't yet been collected with sufficient thoroughness, and then, moreover, they vary too widely. For this reason it may be that the average merchant shouldn't bother very much about the details of expense. As I have often said, the thing for the druggist to do is to cut down his expenses at every point just as low as he possibly can consistent with efficiency. What may be low for one man would be high for another, and every man must be guided by the circumstances of his own case.

"Finally, the main essential after all is to see that, whatever the expense is, there is a sufficient gap between it and the gross profit. For it is the net profit that a man is after, and on this he should keep his eye concentrated like a hawk."

ABOUT PEOPLE

A PRESIDENT AND A GENERAL MANAGER.

The consolidation of the A. Kiefer Drug Company and the Daniel Stewart Company, both of Indianapolis, Ind., under the name, the

THE PRESIDENT—WILLIAM SCOTT.

Kiefer-Stewart Company, is a move of considerable importance to drug circles in the Middle

THE GENERAL MANAGER—G. BARRET MOXLEY.

West. Both companies, starting in a small way forty or fifty years ago, have been progressively prosperous, and a combination of interests produces a strong organization with a capital stock of $550,000 and a large trade.

William Scott is president of the new company, and G. Barret Moxley is first vice-president and general manager.

The other officers are: Second vice-president, A. Kiefer Mayer; third vice-president, Michael P. Lynch; secretary and treasurer, J. Edward Stilz; chairman of the board of directors, Charles Mayer.

A DRUGGIST AND A MAJOR.

This picture shows Major C. A. Mumford, who has been a retail druggist at Halifax, Nova Scotia, for twenty-five years. Major Mumford's regiment is on outpost duty at

MAJOR MUMFORD.

McNab's Island. When the war broke out this regiment was one of the first to go on active duty and to offer itself for service in Europe. Major Mumford has risen from the ranks to his present commission.

In Australia it is unlawful to make use of the red cross for advertising purposes. Neither the emblem itself nor the words "Red Cross" or "Geneva Cross" can be used in connection with trade or business without authority from the proper governmental department. One concern, the Barrett Drug Company, has been fined for having two red crosses on the building, and also two on the glass of the show windows.

The Palm Garden.

A unique serving-room maintained by the Terrell Drug Co., Longview, Texas. A popular place for the ladies to give parties. Longview is properly noted for its handsome women.

Sarah Richardson, Ph.G., and Frank C. Richardson, daughter and son respectively of Frank Richardson, Cambridge, New York. Miss Richardson obtained her degree at the Albany College of Pharmacy in 1913.

This picture shows E. G. Eberle, editor of the *Journal of the A. Ph. A.*, Mrs. Eberle, and a grandson, and was snapped at Galveston, Texas, during the last summer's session of the State association.

Chas. J. Fuhrmann, whose store is on Capitol and Eighth Streets, Washington, D. C., claims to be the only "grouch" in this picture—a family group, taken on the occasion of the celebration of Mr. and Mrs. Fuhrmann's twenty-ninth wedding anniversary.

Twin daughters of Mr. and Mrs. F. N. Thimble, 222 East 59th Street, New York City—Helen to the left and Olga to the right. The little girls, together with their comrade, Prince, are enjoying a vacation at East Haddam, Connecticut.

Big Ones and Little Ones.

INTERVIEWS WITH SUCCESSFUL DRUGGISTS—Leonard A. Seltzer

6th Paper

By WALTER M. CHASE

Unlike the average pharmacist, prescriptions are not one feature of his store with Leonard A. Seltzer, of Detroit—they constitute practically his entire business. For more than twenty years Mr. Seltzer has devoted his energy to building up a legitimate prescription practice, and, as a result, his standing among the medical profession is very high, many of the practitioners looking upon him as a brother specialist.

The offices of between 300 and 400 physi-

Leonard A. Seltzer.

cians and dentists are located in the immediate vicinity of the Seltzer pharmacy at 32 Adams Avenue West. From these men is obtained a considerable portion of the store's business; the remainder comes from numerous doctors throughout the city who look to the Seltzer establishment to provide their patients with the best medicaments, accurately and scientifically prepared.

No side-lines are in evidence. Toilet soaps, sponges, combs, etc., which are usually considered logical adjuncts to even the most "ethical" drug-store stock, have no place.

In appearance the store resembles an office rather than a mercantile establishment. Situated in a basement, a location favored by a number of Detroit pharmacists, the windows are, of course, not suitable for display purposes. Consequently, those of the Seltzer Pharmacy are entirely devoid of the trims which usually serve to indicate a drug store.

A WAITING-ROOM.

The pharmacy is divided into four parts—an office, a laboratory, a compounding room, and the store proper. The office of Mr. Seltzer and his bookkeeper occupies the space beneath the sidewalk between the two flights of steps leading into the establishment. The store proper, a photographic reproduction of which is shown elsewhere in this article, is given over for the greater part to a waiting-room where customers may be seated while their prescriptions are being compounded.

Shelves for storage of part of the stock form the walls in this portion of the place, but their contents, instead of being exposed to view, are protected by non-transparent glass. To the right of the waiting-room are a service-counter and cash register where the finished preparations are handed out and the money for them taken in.

In the show-case which acts as the service-counter are displayed hot-water bottles, syringes, atomizers, tooth-brushes, bandages, surgical dressings, hypodermatic syringes, etc.—all of which are sold on physicians' orders.

About the only other articles of merchandise on view are a number of tooth-powders, emollient lotions, dusting powders, and mouth-washes. These preparations are made from the formulas of doctors and dentists in the neighborhood and are sold on orders received from the practitioners.

Behind the service-counter, in a separate room, are the compounding and stock departments. A laboratory occupies the other side of the store.

The compounding room is a most orderly and well arranged place, with space for six prescriptionists to work at one time.

Each prescriptionist works independently, compounding the prescription and checking it, without assistance from his co-workers.

Mr. Seltzer says that, in his opinion, better and more accurate results are obtained when one man is held directly responsible for all work passing through his hands, than when a double-checking system is employed.

LABELS OF DISTINCTIVE DESIGN USED.

Liquid prescriptions are dispensed in square bottles, each one of which, before being issued to the customer, is wrapped in parchment paper. Each size of prescription bottle has a label that fits it exactly, thus giving the package a distinctive appearance and getting away from the lack of individuality that characterizes prescription departments in which one size of label is used for bottles of varying capacities. The make-up of the label itself is also a distinct departure from those usually seen. Mr. Seltzer's monogram adorns the top of every label and serves as an identifying mark.

Pills and tablets are dispensed in slip-cap glass bottles. Eye preparations are supplied in dropper bottles. Ointments are put out either in jars or collapsible tubes, as specified. Before being handed to the customer, the prescription is wrapped in white paper and securely fastened by means of sealing-wax.

Stock in the prescription room, in so far as feasible, is arranged alphabetically in wall-cabinet units of uniform size. Chemicals and pharmaceuticals are listed according to their official or Latin titles and proprietary articles are found under the manufacturer's name.

Salesroom of the Seltzer Pharmacy. The waiting-room is back of the circular case on the left, with some of the chairs just appearing in sight. The office, laboratory, and large prescription room are not shown in the view.

Large packages and surplus stock are stored at the rear of the room. A capacious refrigerator is provided for the complete stock of biologicals carried.

ECONOMY OF SPACE.

Stock drawers in the prescription room and in other parts of the store are all of uniform width (12 inches, inside measurement), but the depth of them varies, depending upon the

measurements of the fixtures in which they are located. A partitioning arrangement utilized by Mr. Seltzer allows for the utmost elasticity of stock arrangement and at the same time permits a compact and orderly disposition of the merchandise.

When the drawers were built instead of being divided to hold certain articles or kinds of merchandise they were made all alike, but each drawer was fitted with a number of slots half an inch apart. Thin sheets of metal, made to Mr. Seltzer's order, fit into the slots and permit the drawers being partitioned into compartments. By inserting or taking out the metal plates the drawers may be divided into

Exact size of the label used for six-ounce bottles; it precisely fills the panel of a square prescription bottle.

compartments just fitted to hold whatever shape and size of packages it is desired to place in them.

The compounding bench is built higher than is usual in an ordinary store. It is of such a height that the compounders can work in natural positions without being obliged to stoop, a most desirable feature where the prescriptionists are required to work at the counter for hours at a stretch.

The laboratory, which is on the other side of the store from the compounding room, serves a number of purposes. Made there are the various sterile solutions for hypodermatic use, ampoules, etc., in the preparation of which Mr. Seltzer takes an especial pride. His patronage from physicians for solutions of salvarsan (when it was obtainable), and other products requiring a similar degree of skill to prepare, form an appreciable part of the business.

PHYSICIANS USE ANALYTICAL LABORATORY.

The laboratory is also used to carry on analyses of sputum or urine, and to make studies of bacteriological slides. Physicians in the neighborhood are allowed to avail themselves of the privileges of the laboratory.

Mr. Seltzer does not practice aggressive advertising methods to obtain patronage, in that regard closely measuring up to the advertising ethics of the doctors he serves. His twenty years devoted to serving physicians exclusively has given them confidence in his ability as a

The monogrammed Seltzer label that is used on ointment tubes.

pharmacist, and as a consequence much business now comes to him unsolicited.

It is Mr. Seltzer's policy to offer the best in pharmaceutical preparations and to depend to a great extent upon the merit of his output for his success. He furnishes physicians with whatever products may be desired and often anticipates their wishes in that respect.

Thus, if a doctor reads of a new preparation that is being used by fellow practitioners, but with which he himself is not familiar, an inquiry addressed to Mr. Seltzer or his clerks usually results in the production of the article itself, together with full information concerning its uses.

The Seltzer stock is of necessity a large and complete one. It contains all official and commonly used preparations, and also many products for which the calls are decidedly infrequent. Before the European war made the obtaining of certain products impossible the

stock of imported specialties was particularly complete.

PHYSICIANS ARE "DETAILED."

In cultivating the patronage of physicians a detail man is employed. It is his duty to call on the various doctors for the purpose of keeping them in touch with the store. He introduces the quite extended line of preparations bearing the Seltzer label and gets the ideas of the doctors regarding preparations which they may wish to use in practice.

The detail man also sells to dispensing physicians, furnishing them with the products of the store and of various pharmaceutical houses. He likewise sells bandages, dressings, and allied supplies.

As one means of keeping his name before physicians, Mr. Seltzer supplies them with prescription blanks which differ considerably from those ordinarily used. The pad in its entirety measures 5½ by 3¼ inches, but is perforated so that in reality there are two pads, one measuring 3¼ by 4 inches, and the other 3¼ by 1½ inches. On the shorter side of the perforation is an ad of one of the several Seltzer pharmaceutical specialties. The longer portion has on it only a ℞ mark. The object of the perforated pad is explained by the following enclosure slip which accompanies each block of prescription blanks:

In our entire business career it has been our policy, unless specifically ordered to do otherwise, to abstain from subjecting the physician to the embarrassment of using stationery cheapened by the sight of the professional card of the donor printed on it.

We believe that advertising matter of any sort appearing on a physician's stationery (which includes prescription stationery) is a violation of good taste condoned only by the fact that it is customary. It cannot fail to lower the dignity of the physician in the eyes of the observing patient.

The enclosed pad, while seeming to be a modification of our policy, is not in violation of it. The reading matter is intended to be for the mutual benefit of the physician and ourselves, but it is separated from the blank by perforation and should be torn off before handing to patient.

FOURTEEN PEOPLE EMPLOYED.

The store force includes 14 people—five messenger boys, two girls employed at clerical work, a porter to look after the store cleaning, and six pharmacists.

The prescription clerks are particularly capable men, chosen for their ability to handle quickly and correctly the many difficult problems that confront them during a day. Four of them are engaged at the prescription counter, a fifth man attends to the detailing of physicians, while the sixth is employed in the manufacture of galenicals and special preparations.

The store is open from 8 A.M. to 9 P.M., and on Sundays from nine in the morning until six at night. Because of the heavy prescription business the compounders are on duty all day, with the exception of the lunch hour. Each man has every other evening and alternate Sundays to himself.

One of the clerks can speak several languages and to him falls the task of dealing with some of the many foreigners who constitute a part of Detroit's population.

Three of the errand boys are employed all day; the other two come in after school hours. A bicycle delivery service is maintained so that no time is lost in delivering medicines required in a hurry.

Much credit business is done by the store, owing to the peculiar nature of the business, and the task of collecting all the outstanding debts is considerable. A bookkeeper sends out monthly statements to the customers by means of which most of the accounts are settled. Mr. Seltzer, however, regards highly his duties to the community and does not press unduly those who are unable to liquidate.

A Michigan Snapshot.

C. H. Jougejan, president-elect of the Michigan State Pharmaceutical Association, and J. J. Dooley, chairman of the committee on arrangements, snapped while attending the annual meeting at Grand Rapids.

W. B. Dicksnn in the prescription department of Dicksnn's Pharmacy, Ochiltree, Texas.

A handsnme store in Iowa—that nf H. R. Biddleman in Pocahontas.

Spiro's Pharmacy in San Francisco, with the proprietor in the background.

Fifty years on one corner! J. F. Boal & Son, Buda, Ill.

Kimes' Pharmacy, Cumberland, Md., has just been newly equipped and is now a place of great beauty.

"Oberdorfer The Druggist" has been in Paris, Ky., for a good many years. See him at the right of the picture?

Should a Druggist Marry?

To many readers this may seem a bootless question—almost a foolish question. But when it was proposed by one of our readers it struck us right away that it had journalistic possibilities at least. We could see where it might draw some very readable and interesting answers reflecting human nature in various of its elements. We have not been disappointed. Out of something like 20 papers received, we have selected four as being all that we have space for at the present time. Three of the writers, as might be expected, are warm advocates of matrimony—for the druggist as for other people. The fourth man—well, you had better read his contribution and see what he says. In the meantime people, from President Wilson down, will continue to marry and give in marriage, entirely regardless of what advice may or may not be given them.

PRIZE ARTICLE: MARRIAGE MAKES A BETTER DRUGGIST.

By W. A. Hatchett.

Since the dawn of creation woman has been man's helpmate—helping him to make his sustenance, or to waste it; helping him out of trouble, or into it; helping to raise him to the sublime heights of happiness and bliss, or to plunge him into the very depths of sorrow and despair.

And should not a druggist be accorded the

W. A. Hatchett.

same privilege that other men, from ditch-diggers to doctors, assume as a matter of course?

There are many good reasons why we should give way to marriage, the most natural indulgence of all human beings. It is an established fact that the druggist comes in more intimate contact with his customers than do the members of any other profession, with the single exception of the physician. He has much of the weaker or darker sides of his customers' lives to deal with. And if anything will soften a man's disposition, bringing his sympathies to the surface, it is a home of his own with a loving wife and little ones.

Such a man is better able to understand the position of, and to sympathize with, the poor widow who has a little one wasting away, than a single man who can have no conception of the love one bears for his own flesh and blood. We can understand only by comparison and we cannot compare that which we have never known.

MORE CONFIDENCE IN A MARRIED MAN.

Most every one has more confidence in a married druggist than in a man who has no family ties, for the former has more at stake and is consequently more to be depended upon. Then, too, many married men have better morals than single ones, and in the drug business that fact is a big item in the favor of a man who is striving for the confidence of the better class of people.

Because of the long hours incidental to the drug business, it has been contended that druggists should not marry. Most of us nowadays have reasonable hours at least, and it is surely much better for us to spend our spare time at home in the company of our one wife, than by going off on a "lark" with the boys as we did before marriage.

Then we stayed out all night and went automatically about our work the next day, taking no interest in it or in our customers.

MARRIED MEN ARE DEPENDABLE.

Married men are more in favor with proprietors for they are more dependable. They are not so likely to take umbrage at the first correction and throw up their jobs. They can't; they have families dependent upon them.

If in business for himself, the married druggist, because of the family responsibilities resting upon him, is less liable to failure. He doesn't dare to indulge in risky speculation.

Wholesale houses are more willing to extend credit and backing to a married man than to a single one, who is likely to be "one of the boys" and have his mind on affairs outside of his business.

To boil it all down, marriage broadens a man's view of life generally, gives him a deeper insight into the lives of those he comes in contact with, and increases the confidence of his customers and friends.

It keeps him from rocking the boat.

THE DRUGGIST'S DUTY TO MARRY.

By A. C. Webb.

Bachelorhood is an abnormal way of life for a man and the tales of single-blessedness are myths, or at the most results of perverted imaginings by confirmed misogynists.

The druggist has too many abnormal conditions in his business life (long hours, cut-rates, postage-stamps at cost, etc.) to afford to be abnormal in his domestic life also. It is his duty to marry.

From an economic standpoint there is no real reason why he should not. Of major importance, of course, is the question of finances. While salaries or the profits from an individual business are not generally large they are usually sufficient for the needs of a family. They have the advantage, too, of being regular and assured so long as we do our part to merit them. Although only few druggists make large fortunes, the majority are comparatively well fixed.

The professional standing which we enjoy assures a good position in society for our families and adds much to their happiness.

A DRUGGIST MAKES AN IDEAL FAMILY HEAD.

Our business training and professional education is the ideal combination of knowledge for the head of a family.

Even the many annoyances and problems of our every-day business life are of value. They develop and strengthen our characters, thus making us better fitted to cope with the problems of domestic life. There is no one of whom more is required, and who possesses more patience, perseverance, and exactness, than a druggist—all sterling qualities for a married man.

A married man as a rule is more respected and trusted by the public and will, therefore, all other things being equal, receive more patronage. In this way marrige is a business asset.

The home affords an incentive to work and to succeed, for it is there that we find true appreciation of our efforts, and in cases of failure, real sympathy.

We can have no better business foundation than contentment, health, and inspiration, which are the adjuncts of a true home.

The question is not "Shall we marry?" but "When and Whom?" and—don't hesitate!

MARRIAGE IS EVERY MAN'S PRIVILEGE.

By William Moulton.

Most men take a chance at the marriage game, at least once. It is their birthright, and I know of no business that should bar them from it. Even sailors have the privilege. They marry and forget it. The druggist can at least show up every night.

But the hackneyed sophism that because of his long hours a druggist should not marry is no longer tenable. With the advance of the profession and the evolution of the old-time apothecary shop into the modern drug store, the business is run on different principles and the druggist of to-day has nearly as much spare time at his disposal as does any other business or professional man.

Marriage broadens a man and gives him an added sense of responsibility; it makes him

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QUESTION FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following question is announced for the next contest:

How may a druggist best compete with general and five- and ten-cent stores?

Submitted by Thos. C. Minnich, Palmer, Neb.

For the best answer to this question we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by December 10.

see with larger eyes and puts a different aspect on things in general—and there is more to work with in the case of the druggist than in that of the ordinary business man.

STEADINESS COMES WITH MARRIAGE.

The very nature of his calling requires the druggist to be a steady man, and there is nothing quite so well calculated to keep a man steady as marriage; he has a greater sense of duty to fulfil than other merchants, he occupies a higher pinnacle, and should, therefore, contribute more to society.

The druggist of a community is a prominent figure. He is consulted and looked up to as a man of excellent judgment. He usually lives in a good house, drives a horse or an automobile, and his family is among the leading ones in the village. His business is substantial and ordinarily profitable. Sooner or later he finds himself the possessor of a nice piece of real estate, a few shares of stock, and perhaps a directorship in a flourishing company.

He couldn't be all these things nor have all these things if he wasn't married—the chances are he wouldn't stay on the job long enough to grow into them if he could.

I believe the druggist is better equipped to marry and better able to support a wife and family than a man in most any other business, and that the profession of pharmacy is all the better for the married men that are in its ranks.

NO—HIS STORE IS HIS WIFE.

By Jared H. Winchester.

Tired of rooming houses, "one-arm" lunches, and snap-on bachelor buttons, a druggist asks a girl to marry him.

Is he thinking of her future happiness when he asks her to make a home for him? Hardly; he wants some one to manage his household, to cook, to look after his Sunday shirt, and to rear his children, while he spends his time in his store.

In later years when he has accumulated a little money and can afford competent help to run the store during his absence, does he take advantage of his good fortune, and make up at home for lost time? No, he is so used to his green and blue globes that he is unhappy away from them.

Even on Sunday the average druggist will not close his store to spend an hour or two at church with his lifelong partner, or devote a part of the afternoon for a ride in the country or a little walk in the park.

Instead he sticks to his store. If he took the time off, he would be just as far ahead financially at the end of the year, so he does not deny the time for a monetary reason; neither does he keep open because of humanitarian reasons, for it is the exceptional druggist who restricts his Sunday sales to necessities. The only apparent reason is an excuse to stay away from home.

NO TIME FOR HOME LIFE.

Many a well-to-do druggist is at his store from seven in the morning until eleven at night, taking off only an hour for each of his meals. He has no evenings at home; his time is devoted to striving for still more business—all at the expense of his wife's happiness. He has never a thought for the woman who married him looking forward to a long voyage of companionship and not to a lonely journey of solitude.

The inside of her husband's store is almost as a closed book to the wife of the average druggist. She does not like to enter, for she is made to feel that she is not wanted.

When she does call what a reception is accorded her! Were she a customer it would be her last time in the store. Her husband continues his work, a scowl on his face for her especial benefit, and gives a grouchy reply of "I don't care, get anything" to her pleasant and well-meant "What would you like for dinner?"

In a paragraph taken from a splendid article published in the Bulletin for August, 1914, and entitled "If I Had My Life to Live Over Again I Would Be a Druggist," the author had the following to say:

"Where better than in that little room behind the pharmacy, when the midnight lamp sheds a cosy radiance on your table, can you follow the thoughts of great thinkers, or let your own imagination build happiness and comfort around you?"

Certainly the author is right. Midnight oil and pharmacy go hand in hand; the druggist does not need a home, he has his "little room behind the pharmacy"—or his desk on the mezzanine balcony.

He does not need a wife; he is wedded to his drug store.

WORKING HAND IN GLOVE WITH A FRIENDLY PHYSICIAN

By JULIUS E. BLOCK

We hear a great deal about the troubles druggists have with doctors, but somehow little finds its way into print about the very common coöperation that exists between doctors and druggists. This sort of thing is not confined altogether to sections where landscape predominates, but may frequently be found in cities, as well.

I may not have made myself fully understood. I hope I have, but maybe I haven't. At any rate what is to follow will be clear enough, for it is a personal experience, and personal experiences are always comprehended, no matter how clumsily they may be stated or written.

I had been a registered druggist for three years, and had been saving my money. I had made a lucky turn, too, on 40 acres of land in which I had invested, and I had, all told, $1700. Not much to start a drug store with, it must be admitted; and I had no intention of starting up for myself just then, until one day a friend of mine put me onto an opening in a new saw-mill town in the northern part of the State.

I went up and looked the place over. It was then a town of a thousand people with one drug store and two physicians, and everything gave good promise for the community's future. The country round about was very sparsely settled, but the soil was good, and a number of local real estate firms were booming the section as only real estate men know how to do. The one railroad was helping, too; wide publicity was being given to that particular neck-of-the-woods.

DECIDED TO LOCATE.

The lumber industry, while going full-tilt at the time, would play out in about five years, it was said; but meanwhile it was hoped to get enough farmers onto adjoining land so that the town might neither peter out completely, nor suffer very much of a back-set.

There were five years to play in, at least; and the field looked good enough to induce me to take a whack at the game.

Before deciding, however, I interviewed both doctors. They didn't seem inclined to commit themselves very much, either of them. They would remain neutral, they said.

Well, I opened up my store. Location wasn't very good, but it was the best I could get. It was a foothold, anyhow; I would keep an eye open for a better building.

I soon learned that I could expect little from the two physicians. One was a poor prescriber, and the other was tied hand and foot to the opposition store. I decided that the best thing I could do would be to get a new physician into the field; one who would coöperate fully and unreservedly with me.

With this aim in view I wrote to three different medical colleges. I got fourteen letters from young fellows who were about to graduate and who were looking for locations.

Talk about the Louisiana State Lottery!

Well, I made a selection; I spotted one out of fourteen, and then went and took a peep at him. He was attending college in my own State, so the trip was comparatively inexpensive.

THE NEW DOCTOR.

I didn't like the looks of him very well, so far as looks went. Being a doctor he thought it was up to him to let his whiskers grow, and they wouldn't grow. But there was snap in his eye, and something of the bulldog in his general make-up; and—a priceless heritage for a young doctor—there was nothing Smart-Alecky or careless about him. He was poorer than the devil—that was made plain by a patch on his pants. He had come out on top of a bunch of hard knocks, and had no illusions as to the future. What he had got he had fought for, and he was perfectly willing to keep right on fighting. He knew that he had to, in fact. His first name was Peter, and he was 28 years old.

I agreed to pay his office-rent for one year, and he promised to come.

He came early in July, slick and presentable in a new suit. Some one had persuaded him to shave, too.

He had brought a neat tin sign, which was up twenty minutes after he struck town.

Now a great many druggists, I have reason to believe, have been up against this matter of getting a new doctor into town. It isn't altogether a pleasant affair. The old ones, and all their friends, resent it. The doctors already there feel toward you just as you would toward them if they got in another drug store. Bread and butter is involved, and it's a pretty safe bet that they are going to land on you every time they get a chance.

Three doctors were too many for our town, Two could get along nicely; that is, they could make a living. But when the third one butted in the proposition resolved itself into a game of freeze-out. One of the trio must eventually move on.

NOT A "MIXER."

My expenses were very light. Rent was thirty dollars a month, and I had no help. On the other hand, sales were small. Quite naturally the older store had the better business. The other man was an excellent mixer, and I went to church. Give "mixer" its broadest meaning, and then consider how popular churchgoing is in a new town, and you will readilly see where I stood. I may have got the best people, but I didn't get the majority of the population; so in spite of my light expense I wasn't making a nickel.

The new doctor was a church man, too. We sat down and talked it all over, and, of course, decided to stand pat. We knew what the stand meant. We must wear down and beat out that degree of prejudice which attached to the situation. It meant, possibly, a number of lean months for the doctor, but we both knew that in the end such a course would win, everything else being equal.

It is useless to go into wearying details. Dr. Peter got a little to do, right at the start; enough to pay his board and cover incidentals; and little by little he gained. Of course I did everything I could for him, and he reciprocated whenever opportunity presented itself. He used my blanks exclusively and directed his patients to my store.

A GOOD MAN.

The stuff was in the man. People who employed him liked him. And he was as successful in treating his cases as could be expected; a little more successful than his competitors, it soon became evident. In a year one of the latter packed up and pulled out.

And right then and there began our real success—the "new doctor's" and mine. Dr. Peter's practice quadrupled over night.

We got together again. Dr. Peter had got himself pretty well in hand by this time in the matter of the medicinal agents he felt he could lean on. Right at the beginning he had taken my circumstances into consideration and had foregone the pleasure of experimenting with every new thing that came along. He used some of these new products and preparations, to be sure; but with due regard for my interests. And now when we could see that a good field opened up before him and that he was going to be kept fairly busy, he asked me to give him a list of preparations I had on hand that I wanted to get rid of. On top of that, we worked out thirteen formulas, all but three of which I could compound from stock. The three I couldn't make were for pills or tablets (either; he didn't care), and I had these made for us by a pharmaceutical house.

The liquids we arbitrarily christened as follows: Buckthorn Cordial; Mistura Diuretic; Hospital Tonic; Cough Mixture No. 1; Cough Mixture No. 2; Liquid Antiseptic; Potash Gargle; Digestive Compound; Viburnum Compound; and Special No. 1.

These different names were shortened to initials, when the doctor prescribed them. Thus Buckthorn Cordial was B. C.; Mistura Diuretic was M. D.; Hospital Tonic was H. T., etc. These preparations were all made up in gallon or 5-gallon lots.

HANDY WITH HIS PEN.

It cannot be denied that this plan cost the doctor some business. But he was loyal to the core. And he was a good prescription-writer, too. What he had gone through to get an education did not narrow him, as it sometimes does in such cases. He took the position that a sick man wanted medicine; would be dissatisfied if he didn't get it; and he surely got it!

There is a great deal to that phase of the question, too. The ordinary patient is complimented if he gets a handful of prescriptions; it is proof that he was right in his contention that he is a sick man. And likewise, under ordinary circumstances, the more medicine he takes the quicker he thinks he is going to get well.

As an illustration of the doctor's prescription-writing propensity let me cite a little instance.

One day a patient came into the store with four prescriptions in his hand and commenced to kick. The doctor happened to come in just behind him, and overheard him. He grabbed the prescriptions from the patient's hand, tore them up, and threw them on the floor.

"You don't have to take my medicine, Hicks, if you don't want to," he said. "Here's your money back."

Hicks commenced to crawfish right away. In the end the doctor wrote four more prescriptions. The excitement was good for Hicks's circulation, and he got well in short order; and a peculiar feature is that ever after he was one of the best pluggers the doctor had in the neighborhood.

PAID LIKE A MAN.

Everything that Doctor Peter got out of my drug store he paid for at cost. He had insisted on this, right at the beginning. No matter how trivial the item, it went down on the book; and at the end of the month he paid up like a man—barring the first few months, when very often for days at a time he didn't have the price of a box of bachelor's buttons. Neither was there any such thing as paying him a commission for his prescriptions.

We made money, both of us. We worked together in this manner for fourteen years. The town grew to be a little city of 5000, and the country roundabout settled up rapidly with a thrifty class of people. Both of us dabbled a little in real estate, while the boom was on, confining ourselves, however, to farm lands. We made good money at this.

Of course we had a little trouble occasionally. No two men can be as closely associated as we were without having a little tilt now and then. But we always swung back into line before any serious damage had been done. Dr. Peter was never curt, superior, or domineering; he was far and away too much of a man for that.

After practicing fourteen years, Dr. Peter moved to California, and two years ago he was killed in an automobile accident.

No doubt there are druggists all over the land working more or less in harmony with some good prescriber who are going through exactly the same pleasant and profitable experience that fell to my lot; but somehow, as I said in the beginning, we don't hear much about such cases, while we do hear, all too much and too often, the other side of the story.

Why should not druggists and physicians get along together? There is no reason in the Lord's world why they shouldn't. And when they don't the chances are a thousand to one that both are to blame.

THE EXPERIENCES OF A TRAVELING SALESMAN

Last Installment

By J. E. E.

My relationship to the new house was not a particularly pleasing one. For one thing, I was, for the most part, trying to swing in business which did not want to go where I was attempting to direct it.

In a great many cases it is a difficult task to persuade a man to ignore his nearest trading-point, subordinate a disinclination, and break a fixed habit all at one fell swoop. Taken as a whole, I had nothing different to offer in the way of merchandise or prices.

"Your goods are the same and your prices are the same, so why should I complicate my bookkeeping by entering the name of your firm in my ledger?" Some such talk as that was handed out to me on many an occasion, when I first approached a prospect. And what convincing answer could I make?

In the beginning my acquaintance on much of the territory I made got me business. But gradually, as time wore on, a part of this business oozed away. I could not hold all of it. To offset my losses in this respect new towns were given me from time to time. But, taken as a whole, I barely held my own.

Which wasn't enough. After struggling along for nearly three years, I was very politely asked, by mail, if thirty days' notice would be satisfactory. If not, I was at liberty to remain longer; I could stay on the pay-roll, in fact, until I had secured another position. The management had concluded, I was in-

formed, that a large part of the territory I covered did not legitimately belong to them, and that to continue a man on it would be unprofitable, if not a source of actual loss.

In less than three weeks I had a new job, and with a much larger company. I was to cover a part of my old territory, and to have a week or two added which was not only new to me, but much of it a comparatively new country.

The five years that followed were the hardest that I ever put in during my life. My territory was broad-spread, shaped like an L, and from end to end nearly 300 miles long. It was originally a four-weeks' trip, but in the course of time I beat it down to three weeks, accomplishing this by dropping out a number of unprofitable towns and stretching the days to their limit.

As an illustration of how I worked, on a certain day every three weeks I got up at 2 o'clock in the morning, rode a mile in a bus out to the station and got onto a freight train. Curled up in a seat, I slept until we reached a certain city forty or fifty miles away. Here I disembarked, got my breakfast, and took a passenger train, riding thereon until 12.20, at which time I arrived at the first town I was to make that day. Here I got my dinner, "worked" the place, and went on to the next one, at which I got my supper. After supper I called on my customers, getting out of this town at 10.20 and arriving at my sleeping-place at 12. A 22-hour day: an honest one!

Of course the only way to get along while following a schedule like that was to sleep on the trains, and I got so I could slumber nicely in a sitting posture; could even, in a pinch, I fully believe, have slept standing up, like a horse.

My pay with the new house was $125 a month, and I was allowed another $125 a month for traveling expenses—not enough in either case. There was never a month during my first few years with the company that I succeeded in making my expense money hold out. It simply couldn't be stretched to meet requirements.

During the last year I adopted the plan of splitting my expense money into four parts and setting a part over against a corresponding week. When the weekly allowance was reduced to the extent that there was just enough left to get me home—I went home! This very often landed me under the big elm near the front gate some time during Friday. On Saturday I worked my home town.

The question may be asked, "Why did you not demand more expense money?" There were two reasons. In the first place, I wouldn't have got it. Practically the same territory had been covered by other men, and what I got in the way of expense money was what they received. If I had registered a complaint I would have been told not to be so free-handed with my money.

Then, again, I was under a peculiar form of contract, and my chief concern each year, when the time for signing up came, was to get the rigors of some of its provisions reduced, rather than to waste time discussing expense accounts.

And there was still another reason. I was allowed a commission on certain brands of cigars. Had I cut in with a loud cry for more expense money a very soft voice would have responded: "Sell more cigars, and then you will have it!"

The traveling force did not receive a weekly inspirational letter from the manager's office, under the policy of this company. We got the letter, but it made no attempt to enthuse or to push. It concerned itself almost exclusively with prices.

For that matter, there was no occasion to urge in this manner. Our contracts with the house took care of that phase of the situation. Each year we signed up to sell a certain amount of goods. In my case the amount called for the first year was $60,000 worth.

Should sales exceed the stipulated amount a commission was allowed on the excess. Should a salesman fall short, a percentage of the shortage was deducted from his salary. In this connection, however, it is only fair to state that I fell short of the contracted amount two years in succession, and that nothing was deducted from my salary. On the other hand, each year when my sales exceeded the amount called for I got my commission promptly, together with a very complimentary letter.

I was becoming extremely dissatisfied with the road. I had not intended, in the first place, to make it a life work, and I had staid at it much longer than was good for me, under the circumstances. I hadn't made much at it; in fact, from a financial standpoint, I was not much better off than I was when I left the drug store, away back in the little town.

I let go very reluctantly, however. I had

made many warm friends, and some of these I would never see again. Leave-taking, both of the house and of my customers, was a decidedly disagreeable task.

I went back into the retail business.

Has my road experience been of assistance to me? Undoubtedly it has, in many ways. To begin with, it gave me a measure of self-confidence that I might otherwise not have possessed. Then, too, it broadened me and made me a better judge of human nature. It made me more aggressive, too. I had learned that if a man wants anything in this world he has got to go after it. Broadly speaking, there is only one thing that comes to him who waits—a long box.

(The end.)

PROMINENT MEN AS CUSTOMERS OF MY STORE

By WILLIAM G. GREENAWALT

Some years ago I had a retail drug store on Broadway, New York. The location was especially desirable, with a most popular fruiterer on one side, and a very fashionable florist on the other.

With the hotels and theaters all about us, we came daily into contact with many of the celebrities of the hour, both in the literary and the theatrical lines, to say nothing of the "fashionables," who wandered over from Fifth Avenue to Broadway to shop.

Some of them came often, and once we learned to know them, we found them very human; delightful people, and good, pleasant customers.

Others came only at intervals, but often sent their maids or men-servants.

I recall, among others, George Huntley, Lawrence D'Orsay, and Wheedon Grossmith, all English actors, well known and very popular at that time.

Then there were Mary Mannering, Clara Lippman, and Louis Mann, as well as quite a number of others who were "stars" in those days. Loie Fuller, the dancer, was a regular customer, for a time.

We also had hosts of tourists and travelers, and among them were often "notables"—men and women prominent in different lines; and at times there were titled foreigners with long-handled names, some being well known on both sides of the Atlantic.

At one time I was conducting a special sale on sponges, and with my twelve-foot window filled with the best and finest from a big importer, and a $3000 display inside the store, arranged on tables, we had a great time. We sold sponges for three, four, and five and even ten dollars each.

One morning a tall, typical New Yorker (who had been in before, but none of us knew his name) appeared, and began to examine the sponges.

It so happened that our junior clerk waited on him, and in a very short time had sold him two big sponges, one for ten dollars and the other for eight dollars. After making out his check for $18, the customer handed it to the clerk and directed that the sponges be sent to him.

The sale created quite a little excitement, for that man was Stanford White, the well-known architect, who afterwards met such an untimely end on the Madison Square roof garden.

After a year and a half on Broadway, I finally yielded to the temptation to make a very handsome sum of money by simply signing my name and surrendering my lease.

This left the stock and fixtures on my hands, and not finding at once a desirable location, I decided to pack up and put everything in storage.

At first, during this process, we tried to keep the door locked, but finding it difficult to do so, we arranged that we would sell anything not packed, as long as the people would persist in coming in.

The rule was that whoever was nearest the front door should wait on these customers, and one morning when I was in my shirt-sleeves, industriously packing a box, in walked a well-

dressed lady, who uttered a little exclamation of surprise when she saw the dismantled condition of things. She expressed regret that we were going away, and then I informed her that we would gladly sell her anything which might yet be unpacked.

After making some purchases she paid me, gave me her name, and said that she would send for the package.

It amused me to find that I had been waiting upon Mrs. George Gould, in my shirt-sleeves.

All the same, I escorted her to the door, and after chatting a few moments in a business way I bowed her out with a genial "Good morning."

I then informed the boys who my customer had been, occasioning quite an uproar, as they thought it a funny situation.

PUTTING LIFE INTO A DEAD ACCOUNT

By NOLEN AMBROSE TURNER

"Paul," beamed Mr. Baker as he produced a paper from his desk, "I want you to do a little collecting for us this morning. Here is Payne's account. You know where he lives?"

I nodded, at the same time glancing at the amount. It was forty dollars. "Collect the Payne account first," the boss continued. "When you get back I shall have several more made out for you."

Billy Boyd looked out from behind the prescription case as I got my hat. "Good luck to you," he called gaily. I was a little puzzled. It struck me that both the boss and Billy were altogether too good-humored, somehow.

A street-car rounded the corner. I boarded it and settled down comfortably in my seat. Mr. Payne lived out in Maple Heights, and I had heard that his rich uncle had died recently and that he had suddenly been elevated from a common laborer to one of the richest men in the city.

It was a beautiful morning, a trifle cool, but the sun was fast warming things up. Confidently I turned in at Mr. Payne's gate and proceeded to the door.

Yes, Mr. Payne was at home, the butler stated, as he showed me into a magnificent drawing-room. Yes, Mr. Payne could see me at once.

Presently a tall, swaggering man in well-fitting clothes entered. His head was bald, as slick as a pop bottle. His eyes were narrow and slanted a little.

I presented my statement.

"You must be a new man at Baker's," he speculated.

"Yes," I responded. I liked the word "man."

"I thought so! Every time Baker hires a new boy he sends him out here to collect this bill. Well, my boy—nothing doing. Tell Baker I said so."

"But don't you owe Mr. Baker?"

"It's outlawed."

Outlawed! So that accounted for the cheerful aspect of both Billy and the boss! They had put up a joke on me!

"You were a poor man when Mr. Baker trusted you," I faltered. "Now that you are rich I think you should pay him."

He looked poisonous, but he remained silent.

"It costs money to pay street-car fare here and back once a month," I submitted lamely.

Quick as a wink he fished out a dime. "Car-fare," he said with a grin. I accepted it in a daze, and left the house.

Outside the morning seemed gray and somber. I didn't like the thought of returning empty-handed. Billy and the boss would laugh at me.

Simultaneous with the appearance of the street-car an amazing idea popped into my head, an idea that left me almost breathless. I whipped out Mr. Payne's statement and credited it with ten cents; then I hastily retraced my steps to his house.

"Well, what is it now?" he asked gruffly, as I stood before him once more.

"This," I explained, showing him the statement. "*Now* I don't guess this account is outlawed!" I fairly shouted.

His bushy brows wore a look of troubled thought. Then I saw that he comprehended. And the next moment he poured forth a caustic torrent of words.

"You needn't think that you can play that trick on me," he blustered, in conclusion.

"All right," I replied. "We'll see." And I resolutely faced the door. Turning I shot my last bolt. "Well sue you before sundown," I said.

His attitude changed abruptly. He was in just exactly the position I had been in: he didn't want to be laughed at. To avoid judgment he would have to appear in court, and then the whole story would come out. He was trapped, and he knew it.

"Hold on," he said. "Wait a minute. If you'll split this bill right square in two in the middle, I'll pay it."

I shook my head. "Mr. Baker wouldn't like that," I responded.

"How much will you discount it?"

"Not a nickel. You ought to be tickled to death that we don't add interest."

"Oh, well—I'll write you a check. But see here—you've got to keep still about this. Do you promise?"

"Never will I speak a word concerning it," I pledged.

He wrote me a check, and I jammed it deep into my pocket. He insisted that I leave the credited statement with him, which I did.

Mr. Baker and Billy were awaiting my return.

"What luck?" they called out at once.

"Mr. Payne says that I must be a new clerk," I evaded.

Billy and the boss laughed loud and hard.

"I was going to allow you ten per cent for collecting that bill, Paul," the boss went on, magnanimously.

"Does that offer still hold?"

"Sure."

"Easy money," I chirped, digging up the check.

I told Mr. Payne that I would never speak of the matter. And I never did. I have kept my word to the bitter end. But the other day the thought came to me that the pledge didn't cover *writing* about it.

WHEN A CUSTOMER FOLLOWED MY ADVICE

By M. K. BARBER

Perhaps no other class of business or professional men are offered so many opportunities to make mistakes as fall to the lot of the much-maligned druggist. He has almost no chance to cover up his errors, but must get caught red-handed.

A mistake that I made four or five years ago will live long in my memory. Here is the story of it:

A farmer came in late one evening and wanted a pound of arsenic, and while I was weighing it out for him he asked me what was the proper dose for hogs.

Now, what I don't know about farming and stock-raising would fill a book about one-third larger than Webster's Unabridged, but I had once heard some supposed authority make the assertion that it was impossible to kill a hog with arsenic. I told my friend that he could feed as much of it as he wanted to—that he couldn't kill a hog with arsenic.

The next morning he came in again, and I began to smell trouble as soon as he entered the door. He had a look on his face that put fear in me at once. He said:

"Did you say you couldn't kill a hog with arsenic?"

"Yes," I replied.

"Well, you've got another guess coming! You killed five big hogs for me—weighing 200 pounds apiece—deader than a door nail! What you goin' to do about it?"

Visions of a big bill for damages, or of an expensive lawsuit in which I would undoubtedly be beaten, loomed before me. Hogs were worth money.

If anybody ever ate dirt, got down on his knees and begged for mercy, squirmed, entreated, confessed his ignorance, and admitted that he was 67 different varieties of a fool in about 67 seconds it was your humble servant.

I pleaded with him for fifteen minutes or more, expressing my sorrow and confessing my inexcusable ignorance.

I never realized before that I was much of a pleader, but something somewhere in my

mass of apologies must have hit the happy chord that struck a responsive echo in the irate farmer's stony heart, for he said that perhaps the matter was as much his own fault as it was mine. *He said he knew that he should have had more sense than to have taken my word for anything!*

Under the circumstances I did not argue, but agreed with him thoroughly.

Naturally I expected to lose his custom, but he continued to trade with me until he moved away from the neighborhood a year or more after the unfortunate incident occurred.

Any time thereafter when he was in town and wanted to smoke he would come in and ask me what was the proper dose of arsenic for a hog. He immediately got a cigar on me.

Since that occurrence I have often been asked concerning the dose of arsenic for a hog. I am careful not to give exact figures. I never say it is impossible to kill a hog with arsenic. I know better.

A DISPLAY OF PACKAGE PERFUME

By ARTHUR A. HAAS

The goods displayed in this window consisted almost wholly of perfume in fancy packages. Three-pound packages were stood in the center.

The material for the construction of the picket fence was secured from packing boxes.

A little care was exercised in fashioning the pickets to get them uniform. The fence, consisting of two sections, was painted a dull white.

On top of the two large posts were placed pots of blooming plants, and vines were arranged attractively, as shown in the illustration. Easter palms and a few bunches of Garland violets completed the floral part of the display.

Taken altogether the trim was unusually effective—and also inexpensive. It was highly artistic, appealing particularly to the class of patrons most interested in the goods shown, the women. And women are a drug store's best customers.

BOARD QUESTIONS ANSWERED

A CORRECTION.

In the answer to question 14 in this department last month, a typographical error crept in. The statement was made that ½ of one per cent of 455.7 was 2.778. The amount, of course, should have been 2.278—it was written that way originally, but the error occurred in spite of careful proof-reading.—THE EDITORS.

A NEW YORK EXAMINATION.

(*Continued from the October* BULLETIN.)

FOR PHARMACIST'S LICENSE.

(*Theoretical Pharmacy.*)

1. A six-ounce solution contains 90 minims of Magendie's solution; how much morphine sulphate will each teaspoonful hold?

There are 48 teaspoonfuls in 6 fluidounces. Magendie's solution contains 16 grains of morphine sulphate to the fluidounce, or 3 grains in 90 minims.

Therefore 1/48 of 3 grains, or 1/16 grain, is the amount of morphine sulphate in 1 teaspoonful of the solution.

2. Write in both Latin and English the meaning of each of the following abbreviations: (*a*) sig., (*b*) q. lib., (*c*) alt. hor., (*d*) e. m. p., (*e*) collyr.

(*a*) *Signa, signatur,* write (thou), let it be marked; (*b*) *quantum libet,* as much as you please; (*c*) *alternis horis,* every other hour; (*d*) *ex modo præscripto,* after the manner prescribed; (*e*) *collyrium,* an eye-wash.

3. Describe two methods for determining the specific gravity of liquids.

(*a*) By means of a specific gravity flask. Take a small flask of 25 or 50 Cc. capacity, with a long, narrow neck and made of thin glass. Its weight, or tare, is first ascertained and noted; pure water is then poured into the flask until it reaches a short distance up into the neck, when a mark should be made with a file at the upper and lower edge of the meniscus or concave surface; having noted the temperature of the water, the flask and contents are weighed, and from this weight the tare of the flask is deducted, the remainder being the weight of that particular volume of water at the given temperature. The tare, temperature and weight of water are carefully etched on the side of the flask, which is now ready to be used for taking the specific gravity of any liquid, by filling it to the mark in the neck with the liquid to be tested, then weighing and dividing the net weight of the liquid by the weight of the water, the quotient being the specific gravity of the liquid.

(*b*) By means of a loaded cylinder. A glass tube partly filled with mercury, and sealed at the top, to which is affixed a hook for convenient suspension to a scale pan, is used for the purpose. Having weighed the cylinder in air and then in pure water, at any given temperature, the weight of a volume equal to that displaced by the cylinder is ascertained by subtracting the weight in water from the weight in air; the cylinder is then weighed in any desired liquid at the same temperature as the water, and the loss in weight again noted, which is the weight of an equal volume of that liquid. By dividing the weight of the given volume of the liquid by the weight of the same volume of water, the specific gravity of the liquid is obtained.

4. Illustrate by the names of drugs that are incompatible: (*a*) chemical incompatibility, (*b*) pharmaceutical incompatibility, (*c*) therapeutic incompatibility.

(*a*) Silver nitrate and cocaine hydrochloride, (*b*) castor oil and peppermint water, (*c*) morphine and caffeine.

5. Name three official preparations containing chloroform and give the per cent of chloroform present in each.

(*a*) Emulsion of chloroform contains 4 per cent, (*b*) chloroform liniment contains 30 per cent, (*c*) spirit of chloroform contains 6 per cent.

6. Write the official Latin title of each of the following: (*a*) Griffith's mixture, (*b*) Monsel's solution, (*c*) Vallet's mass.

(*a*) Compound Iron Mixture, (*b*) Solution of Ferric Subsulphate, (*c*) Mass of Ferrous Carbonate.

7. Write the official Latin title of each of the following and give the per cent of active constituent in each: (*a*) stronger ammonia water, (*b*) spirit of nitroglycerin, (*c*) compound solution of iodine, (*d*) tincture of rhubarb, (*e*) ointment of phenol.

(*a*) Aqua Ammoniæ Fortior, contains 28 per cent, by weight, of gaseous ammonia; (*b*) Spiritus Glycerylis Nitratis, contains 1 per

cent, by weight, of glyceryl trinitrate; (*c*) Liquor Iodi Compositus, contains not less than 5 per cent of iodine; (*d*) Tinctura Rhei, represents 20 per cent of rhubarb; (*e*) Unguentum Phenolis, contains 3 per cent of phenol.

8. Name (*a*) an official emulsion that is prepared by the bottle process, (*b*) one that is prepared without the aid of an excipient.

(*a*) Emulsion of chloroform, (*b*) emulsion of asafetida.

9. Calculate the amount of blue ointment that can be made from 268 grammes of mercurial ointment.

Blue ointment contains 67 per cent of mercurial ointment. Therefore 268 divided by 67 and multiplied by 100 gives 400 grammes of blue ointment as the amount that can be made from 268 grammes of mercurial ointment.

10. Describe the official method for preparing diluted nitrohydrochloric acid.

Mix in a capacious glass vessel 40 volumes of nitric acid with 182 volumes of hydrochloric acid, and when the effervescence has ceased, add 778 volumes of distilled water.

11. Name (*a*) a plaster that contains an extract, (*b*) one that contains a salt, (*c*) one that contains a metal.

(*a*) Opium plaster, (*b*) lead plaster, (*c*) mercurial plaster.

12. State the degree of temperature, in both the Centigrade and Fahrenheit scales, at which all specific gravity operations should be conducted.

The U. S. P. standard temperature for taking specific gravity is 25 degrees centigrade (77 degrees Fahrenheit). In the case of alcohol and wine, however, the temperature of 60° F. (15.667° C.) is the one used, as all the laws and regulations of the United States, referring to alcohol and alcoholic liquids in general, are based on this degree of temperature.

13. Name five official processes for extracting the active principles of drugs.

Solution, percolation, infusion, decoction, and maceration.

14. Why does the Pharmacopœia direct that an excess of iron be employed in making pills of ferrous iodide?

To aid in protecting the ferrous iodide from the oxidizing influence of the air.

15. How many grains of mercuric chloride will it be necessary to use in order to make 500 Cc. of a 1-1000 solution?

In 500 Cc. of a 1-1000 solution there is ½ gramme of mercuric chloride. One gramme is equivalent to 15.432 grains. Therefore one-half of 15.432, or 7.716 grains, is required to make 500 Cc. of a 1-1000 solution.

TOXICOLOGY AND POSOLOGY.

1. Define toxicology.

Toxicology describes the effects of drugs administered in poisonous doses, and treats of the antagonists and antidotes by which their effects may be neutralized or the poisons themselves rendered innocuous and removed from the organism.

2. Define poison.

In the medical and toxicological sense, a poison is any substance of inherent and deleterious character and incapable of self-reproduction, which, acting chemically or physiologically upon the tissues or fluids of the body, will seriously injure the health or destroy life.

3. State the U. S. P. dose of acetanilide.

Four grains.

4. State the general symptoms of poisoning by acetanilide.

After a toxic dose there soon follows a sense of chilliness and nausea and vomiting. The skin becomes cyanosed and covered with cold perspiration. The pulse becomes soft, slow, and weak, and the respiration slow and shallow. Occasionally paroxysms of sneezing have been observed.

5. State the emergency treatment for acetanilide poisoning.

After emptying and washing out the stomach, diffusible stimulants, as alcohol, ammonia, or ether, may be given. Strong coffee, atropine, and strychnine may be given to sustain the respiration and heart. Normal temperature should be sustained by external heat. Inhalations of oxygen may be useful in overcoming cyanosis.

6. State the U. S. P. dose of arsenic.

1/30 grain.

7. State the general symptoms of an overdose of arsenic.

In the most usual form of acute arsenical poisoning there is a burning pain in the throat and stomach extending over the abdomen, vomiting, thirst, bloody stools, strangury, suppressed, albuminous or bloody urine, rapid and feeble heart, great anxiety, cold breath, and finally exhaustion and collapse.

(To be continued.)

SELECTIONS

LIGATURES A MUCH NEGLECTED LINE.

"Druggists have never realized the importance of or the profits to be derived from the ligature business," says the *Red Cross Messenger*. "This is entirely wrong. There is nothing in the physician's outfit that is more important to his success, and which he is more particular to have just right, than his ligatures.

"Ligatures that can be absolutely depended upon and that have character are, to the writer's mind, the most magnetic under-current that can be associated with the retail drug business, particularly when the necessary assortment means a very nominal investment.

"There is no logical reason why the trade which so naturally belongs to the drug business, and some of it to every drug store, should go to a few drug stores, or else out of straight retail drug channels. Every drug store is entitled to a share, and it may be obtained by pursuit in the right manner.

"The profits on this business are, in many instances, much better than the profits on other lines of goods. In addition to that comes prestige. Indeed, the sale of a small amount of ligatures means more profit and more lasting trade than selling a large amount of such lines as 'patent' medicines or postal cards.

"The neglect by the druggist of this line has become so fixed that there seems to be an impression among physicians that the average druggist does not keep ligatures in stock. This impression is not the fault of the physicians but rather the fault of the druggist himself, who should have pushed and established the sale of this product.

SUGGESTIONS AS TO STOCK.

"First, before attempting to go into a line of this sort, the druggist, clerks, and all hands should become posted. There are many kinds and sizes of ligatures on the market; they are made of silk, catgut, silkworm-gut, horsehair, kangaroo tendons, and wire. It is not necessary that all kinds be kept in stock. In fact, an attempt to carry a great multitude of kinds is a hindrance. But the seller should be sufficiently posted so that he can talk intelligently to a physician or nurse, and, if a specific kind is required, to be able to say that the particular kind which he has on hand meets the requirements.

"All hands should be in a position to make a good talk regarding the different kinds of ligatures, be able to explain the kinds and sizes generally required for surgical purposes, and should, above all things, know what sizes and particular forms are most wanted in minor surgery—that is, for sewing up wounds, tying arteries, etc. It is a common occurrence for a doctor to order ligatures in some such way as this: 'I want some catgut for such and such a purpose,' and he will expect the druggist to know what size and kind should be furnished. It is for this reason, as much as anything else, that it is important for the clerical force to be familiar with the whole subject. The time spent in learning it thoroughly will be well rewarded.

"About three sizes and kinds of catgut, and the same number of sizes and kinds of silk, make a good selection. The surgeon nowadays will often take whatever size or form may be at hand, if it is anywhere near what he wants, provided, of course, he has confidence in its integrity and sterility.

HOW LIGATURES SHOULD BE STORED.

"My suggestion would be that a druggist should keep his ligatures in some specially arranged place. At least there should be provided a dust-proof case. Some druggists, who have a large trade, have gone to the expense of purchasing one of the modern all-glass-and-steel cases, such as are used in hospital operating rooms, and in this case they carry their stock of ligatures and like delicate material. This at once gives the buyer confidence that the druggist knows the nature of the material which he is handling. Such a case, displayed where doctors and nurses will see it, will tell its own story.

"A good way to get the business is to go after it. Visit every doctor and every nurse. Explain to them what you have done. Leave them reading matter; get their order—if you can. In doing this there will be results which will reach to other lines, for the very reason that every physician will recognize the fact that a druggist who can sell ligatures properly can sell other surgical supplies as they should be sold.

"If this course can be followed out, or not, it is a good plan occasionally to write the doctors a personal note or letter calling their

attention now and again to the fact that you have these goods in stock. Such letters should be on the stationery of the druggist, written with the typewriter, or in the druggist's own handwriting."

THE GENTLE ART OF REFUSING CREDIT.

A young druggist was explaining that he had been to see a customer fourteen times and expended a ton of talk in trying to collect a four-dollar bill.

"I do my talking at the other end," said an older druggist.

"What do you mean?"

"That when a man tries to open a line of credit, I do my talking then. I discourage him if he doesn't really need credit; try to talk him out of going into debt. If he does need it, I make him prove it; and if I grant credit, I impress on him the fact that I expect the bill to be paid. I use up so much talk that I have talked a number of chronic debtors into paying cash."

This man has the right idea. He classifies his customers.

The debtors that cause the most trouble are the people who will buy anything, provided they can get it on credit. They like to be in debt. They are in debt to everybody, and consequently seldom able to pay anybody. They are the hardest people in the world to get money out of.

"When a man wants cigars on credit, or soda water," says the old druggist, "I know immediately that he is a chronic debtor, and I explain to him kindly but firmly that mine is a cash business. Once I had a man ask for postage stamps on credit. I didn't waste much time on him."

HARD TO BREAK OFF.

It is a good plan to tell casual customers who want credit that you are doing only a cash business, and let it go at that. You may lose some business, but they will wander around and eventually come back to you, so it evens up in the long run. If they manage to get on your books, half of them will quit you anyhow, so you might as well lose them in the first place, before you have lost any money on them.

There is another class of customers who pay cash for a while, never asking any favors, and eventually come into the store with a hard-luck tale and a request for credit. It is well to do a lot of talking right at this point. If they want something that they don't really need, it is better to argue them out of it if you can. Once a line of credit is established, it is hard to break it off. Then you may have to do your talking at the other end of the game in trying to collect your bills.

In former days, druggists would open credit accounts with almost any customer who suggested it and let things run along easily, sometimes collecting their accounts, sometimes not. The tendency now is to tighten the reins. One very successful druggist suggests that it is well to make it difficult to start a credit account. When a customer wants credit, this druggist does some very frank talking. He explains that he is doing a cash business, and grants the credit as a special favor for that occasion only. The time of payment is specified, and when payment is made the incident is considered closed. When the customer wants credit again, the same ceremony is gone through with. The druggist talks politely but firmly, and in this way he avoids opening a permanent charge account with customers of doubtful reliability. This plan is a good one.

AN EASY OPENING BAD.

The easy opening of charge accounts is what does the damage. Few people are absolute dead-beats. But if a customer cannot pay at one time, and gets deeply into your books, the chances are not good for his being able to pay in the future. A customer will deal with you on a cash basis for a while, then he comes to you with a hard-luck tale and gets credit. He pays this bill promptly and gets more credit; pretty soon he has an established line of credit, runs up a big bill, fails to pay it, and drifts away. This is what every druggist has to contend with. It is difficult to turn down a man who has a sick child or wife. If you are filling prescriptions at a large margin, you may stand to lose no great sum. But often expensive proprietary preparations will be wanted, the druggist paying roundly for these and standing very little chance of ever getting his money back. One druggist of the writer's acquaintance will do almost anything to avoid opening a charge account. One day a doubtful customer came to him with a prescription, for which he had the money, and asked credit for a hot-water bag. The druggist just reversed his proposition, sold him the hot-water

bag for cash and made him a present of the prescription. The profit on the hot-water bag covered the cost of the prescription; the druggist quit even, avoided opening a charge account with a doubtful customer, and also avoided losing his customer. This is the great drawback with the credit system. It isn't the amount of money you lose, but the customers you lose, for as soon as a man gets hopelessly in your debt he is apt to take his custom elsewhere.

Fight shy of opening an account. If a man needs a prescription filled and hasn't got the money, it is sometimes hard to turn him down. The old druggist sometimes says: "I don't run any book accounts, but you need this and I will put it on a slip." In this way he avoids opening a line of credit with a man of doubtful standing. Every time that man comes back, he has an argument to go through with. He can't get credit the first time for something he needs and then say "charge it" forever after for anything he thinks he wants.

There are solid people who pay by the month, and often they are all right to deal with. But everybody knows it is better to do a cash business. Therefore, it is well to fight hard against extending credit all along the line. The old druggist we quote will frequently make a poor man a present of a prescription rather than have him open an account.—*National Druggist.*

MAKE YOURSELF INDEPENDENT AT 60.

E. C. Thompson, in a contribution to *Rollins' Magazine*, points out how, by proper self-denial in expenditures, any man, with a moderate income, can find himself at sixty possessed of sufficient means to live without work. Unless a man does save, he may, under our present social arrangement, "find himself face to face with a very serious condition."

Mr. Thompson believes that about nine men in ten save nothing, their excuse being that "it takes about all I make to pay my expenses," the blame being commonly put on "the high cost of living." So far from its being a necessity for a man to spend all he earns in order to live, Mr. Thompson believes that "in these days of high wages and high prices, large profits and large living expenses, there is overflowing opportunity for the thrifty man such as the world has never before witnessed." Few men to-day, earning even what are considered small wages, should fail at sixty, in his judgment, to have at least $20,000; a sum which, invested at 5 per cent, would yield an annual income of $1000.

Other interesting points in the article are these:

"There is no man, married or single, who cannot revise his expenses and save money. Any man with sense enough to go in when it rains knows whether his income warrants his present standard of living. If it does not he should have the moral courage to cut down his expenses. It may be that he will have to give up some things that have come to seem like necessities. It may be that he will have to move out of the house, and even out of the neighborhood where he has been living. He may have to give up pleasant associations. But be the sacrifices what they may, he will find that once made they are by no means as great as his imagination had pictured them.

"They will save him from years of infinitely greater sacrifice and humiliation. The man who makes this move in time will gain all that he gives up, and more, for he will have the satisfaction of feeling solid ground under his feet, and of knowing that he is all that he pretends to be, and not a sham and a humbug.

"If a man of thirty who is earning $2500 a year will save $1000 each year, investing it at 5 per cent, he will have $13,210 at forty, $34,720 at fifty, $69,760 at sixty. This last amount, invested at 5 per cent, will yield an annual income of $3488. Put in another way, assuming a man's income to be constant, if he will save three dollars out of every ten and invest it at 5 per cent, in a little less than thirty years his savings will return to him an amount each year equal to his annual earnings, thus permitting him to retire and maintain a standard of living even better than that to which he has been accustomed."—*Ford Times.*

LEGITIMATE TRADE LOST TO THE DRUGGIST.

Some months ago we had occasion to comment editorially on the unfortunate fact that practically all of the trade in denatured alcohol had slipped away from the retail druggist and gone to the hardware store. Another class of goods which legitimately belongs to the drug trade, but which the hardware man now has almost the exclusive sale of, is disinfectants, stock dips, and products of that class.

This is the druggist's own fault, though the fault lies in a different direction possibly from that which resulted in the loss of the denatured alcohol business. In the former case the loss was due most largely to the fact that an attempt was made to secure too great a profit. In the latter case the druggist lost the business because he was careless, to say the least, in his effort to retain it, if, indeed, he made any effort at all.

Our attention was called, a short time ago, to an illustration of this apathy on the part of druggists, in an important Michigan city. An opportunity to stock up on one of the newer cresol disinfectants was offered to every druggist in the city and refused by all of them. A hardware man in the city was approached and gave a small order. In a week or so he sent a larger order by mail, and at the end of six months was selling nearly a hundred dollars' worth a week, in various forms.

That this business legitimately belongs to the druggist goes without saying, but that the hardware man has secured the bulk of the trade in this line is equally true. And the druggist might easily have won the race for this trade because everything was in his favor. He had the option of handling the ready-made preparations of the manufacturers, or of preparing his own, whereas the hardware man was compelled to deal solely in what was made by somebody else. The druggist also could give or should be able to give first-hand information regarding stock dips and washes, closet drips and disinfectants, antiseptic applications for wounds, particularly of animals, sprays for poultry houses, and the other multitude of things for which this class of preparations may be used. The hardware man was compelled to rely entirely on what the label on the ready-made preparation told him.—*Western Druggist.*

HOW MARK TWAIN LEARNED TO REMEMBER.

In *Harper's Magazine* there was printed for the first time an amusing article by Mark Twain in which he outlined a plan for remembering dates and told how he himself utilized this plan in his lectures.

"Dates are hard to remember because they consist of figures; figures are monotonously unstriking in appearance, and they don't take hold; they form no pictures, and so they give the eye no chance to help. Pictures are the thing. Pictures can make dates stick. They can make nearly anything stick—particularly *if you make the pictures yourself.* Indeed, that is the great point—make the pictures *yourself.* I know about this from experience. Thirty years ago I was delivering a memorized lecture every night, and every night I had to help myself with a page of notes to keep from getting myself mixed. The notes consisted of beginnings of sentences, and were eleven in number, and they ran something like this:

"*'In that region the weather—'*

"*'At that time it was a custom—'*

"*'But in California one never heard—'*

"Eleven of them. They initialed the brief divisions of the lecture and protected me against skipping. But they all looked about alike on the page; they formed no picture; I had them by heart, but I could never with certainty remember the order of their succession; therefore I always had to keep those notes by me and look at them every little while. Once I mislaid them; you will not be able to imagine the terrors of that evening. I now saw that I must invent some other protection. So I got ten of the initial letters by heart in their proper order—I, A, B, and so on—and I went on the platform the next night with these marked in ink on my ten finger-nails. But it didn't answer. I kept track of the fingers for a while; then I lost it, and after that I was never quite sure which finger I had used last. I couldn't lick off a letter after using it, for while that would have made success certain it would also have provoked much curiosity. There was curiosity enough without that. To the audience I seemed more interested in my finger-nails than I was in my subject; one or two persons asked me afterward what was the matter with my hands.

"It was now that the idea of pictures occurred to me; then my troubles passed away. In two minutes I made six pictures with a pen, and they did the work of the eleven catch-sentences, and did it perfectly. I threw the pictures away as soon as they were made, for I was sure I could shut my eyes and see them any time. That was a quarter of a century ago; the lecture vanished out of my head more than twenty years ago, but I could rewrite it from the pictures—for they remain."

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

COMMERCIALISM AND PHARMACY.

To the Editors:

I congratulate you upon your new book on "The Druggist and His Profits." It should have a wide circulation and do an immense amount of good.

The future progress of the retail druggist as a business man is bound up in the manner with which he adjusts himself to modern business methods. The professional man of to-day does not realize the character and extent of the evolution that has taken place in modern business. The development has been little short of marvelous. The professional man has been looking askance at "commercialism" so long that he fails to grip the fact that what "commercialism" *was* is one thing, and what "commercialism" *is* is an entirely different thing.

To-day, in the conduct of a successful business, it is vitally necessary that a scientific study be made of commercial conditions—and these are changing daily—that the relative values of facts be determined, and that wise judgment be used. There must be systematized knowledge and orderly and safe procedure or there will be commercial disaster. To do this, there must be exhibited just as much science, just as much art, just as much morality, just as much earnest purpose to serve the public honestly and well, and in a sense just as much altruism, as is exhibited by any of the professions; and the public generally is recognizing these truths.

The business of to-day is not perfect, but it is better than it was yesterday, and it will be better to-morrow than it is to-day. There is no question but that the moral standards of the American people are higher to-day than they ever have been, that they are constantly rising, and that this condition has influenced business as well as the professions. As a matter of fact, the business of to-day is, in its best estate, a profession—a learned vocation.

The retail drug business is both a business and a profession. This is a condition and it cannot be changed as "in a flash." Why not make the best of it, and improve the commercial conditions within as rapidly as possible, to the end that the professional or scientific side may be bettered, also?

A prophet is not without honor save in his own country and among his own people, and I sincerely hope that you will be a prophet, and your teachings a source of profit, to the retail druggists of this country, and that you may start an impulse to better commercial and professional conditions that shall be productive of great good to American Pharmacy and lasting in its results. J. W. ENGLAND.

Philadelphia, Pa.

PERMANENT SOLUTION OF MAGNESIUM CITRATE.

To the Editors:

It is a well-known fact that the official process of manufacture for solution of magnesium citrate yields a product that is more or less unstable. The solution becomes turbid, and a precipitate forms which no amount of shaking will redissolve.

From the nature of the precipitate, I believe that a form of fermentation takes place due to the action of some form of bacteria on the sugar. The reason for this supposition is found in the fact that when the solution is put up under sterile conditions, precipitation takes place very slowly, if at all. We have kept bottles of citrate of magnesia for six months and more, and found them at the end of that time to be as clear as when first made.

We use practically the U. S. P. formula as to ingredients, but follow a slightly different method of manufacture. Here is our method:

Dissolve 33 grammes of citric acid in 120 Cc. of boiling water. Keep the solution at boiling point and add 15 grammes of carbonate of magnesia. Best results are secured by using the imported block magnesium carbonate. When the carbonate is all dissolved, add the syrup of citric acid, or the same quantity of plain syrup. We find that plain syrup gives a very satisfactory preparation, and that the slight lemon flavor in the syrup of citric acid is likely to be lost in the next operation, which is to keep the solution at the boiling point for ten minutes.

Next filter the solution, while boiling hot, through paper into a graduated bottle which has been washed out previously with boiling

water. Prepare the citrate bottle by placing it in a kettle of boiling water. Drain and immediately add the hot citrate solution, using boiling water to make the required amount. Plug the bottle with an absorbent cotton stopper and let it stand until cool. Then remove the cotton plug, add the required amount of potassium bicarbonate, and cork immediately.

The results attained by following this method will repay the slight additional labor required in the process of manufacture, as our experience has demonstrated that there will be no losses due to deterioration, even if the citrate remains on hand for a number of months. E. W. FELLOWS.

Chatham, N. Y.

FROM AN AUSTRALIAN SUBSCRIBER.

To the Editors:

It is some years since my pen traveled paper in your direction, but nevertheless I have not ceased to read and appreciate the old BULLETIN. It forwarded me ideas worth a dollar or two in days when cash was scarce.

If you have heard, and I suppose it is quite probable that you have, that there is a war in progress, the fact has evidently slipped your mind. My last BULLETIN OF PHARMACY, in its emollient every-day attitude, was like soothing syrup after the literature, drug and otherwise, which is served to us here during these bellicose days.

The American druggist, like most of the craft, no doubt has his troubles, but I don't see any reference in the BULLETIN to high prices. Are you getting your supplies at normal or next to normal rates? This is pure curiosity, but when a man is paying 42 shillings for acetosalicylic and other prices in proportion, he rather envies the man who says "trade is again normal."

I am in business in a small town of about 2000 inhabitants, which was once a prosperous mining community. The mining is now a struggling industry, in fact it is almost in a state of decrepitude. Still, as the only pill-roller in the town, the business kept me in bread and butter until the war came.

I contract for the supply of medicine to several benefit lodges here at a rate of five shillings per annum per member (membership *in toto* over 500, with their families). This is just about the lowest rate paid in the State.

Naturally, the war is felt at home since prices started aeroplaning. And we have had a draft with a capital D, so that you can see the Victorian druggist is not paying a very heavy income tax.

Are we down-hearted? Nunno! But for future reference I'd like to know the fare to the U. S. A., and the possibilities there of side-stepping drafts and armed collisions of first-rank powers. JAS. Y. ALLAN.

Maldon, Victoria, Australia.

CURIOSITY ATTRACTS CUSTOMERS.

To the Editors:

Our store sets back about thirty feet from the curb, and for that reason we have found it rather difficult to arrange attention-compelling window trims. Finally I decided to play upon the curiosity of the people who pass the store in order to attract their attention to the goods on display.

First I purchased some black cloth and with it covered the entire front of the window, except for a small circular opening, about two inches in diameter, made near the center of the glass.

Printed on the glass over the "peep-hole" thus formed was a sign which read "For Men Only." On the inside of the window was a display of articles constantly in use by men and most likely to appeal to them. A nicely-arranged assortment of cigars formed the background, while the front of the display was given over to a showing of razors, shaving soaps, brushes, cold creams, toilet waters, and other merchandise of particular appeal to men.

The window completed, I waited for results, which were not long in coming. Men began to crowd around the window to see what the free show was.

They saw what I wanted them to see and what I hardly could have gotten them to look at in any other way.

The display was kept in the window for a week and caused much comment. The local newspapers published several items about it, advising the people to look in our window as it contained something worth seeing.

I would like to have other druggists try out the scheme and to hear what success they have with it. J. E. SPEICHLER, JR.

Vineland, N. J.

THE COST OF INVENTORY MAKING.

To the Editors:

In an editorial on page 369 of the September BULLETIN you refer to a comptometer company which offered to figure extensions on a $7000 inventory for $30. I would not advise a druggist to take up the company on the proposition because extensions cannot be figured unless the items are priced, and an experienced drug-pricer can price and carry out extensions almost as fast as he can price alone.

An ordinary $7000 stock ought to be both priced and extended by a man who "knows prices from A to Z"—provided it was properly written up—in from fifteen to twenty hours. And $1.00 an hour is very satisfactory pay for work of this kind.

"Properly written up" means plain writing, and definite specifications as to size, kind, quality, make, container, etc. In connection with certain articles, also, the size of original package or amount of original purchase should be mentioned, *e.g.:*

1½ pts. F. E. Cascara, P. D. & Co. (1 Gal.).
3½ doz. Bromo Quinine (6 doz. deal).
35 lbs. Epsom salt (100 lb.).

I would also like to suggest this simple method for figuring, mentally, the cost of single ounces of a product when the price per pound or pint is given. Simply take one-fourth of the cost per pound or pint, and then take one-fourth of that result. For instance, an article costs $1.75 a pound; a fourth of $1.75 is 44 cents; one-fourth of 44 cents is 11 cents.

Wichita, Kansas. FRANK T. BOSWORTH.

STRICTLY CASH.

To the Editors:

Up until three years ago I was with one of the main drug stores in my town, and at that time a store on an opposite corner was offered for sale. The proprietor of the place in which I worked was very much in favor of buying this business and of putting me at the head of it.

He didn't consult me at the time of the purchase, though, but came after the deal had been made and talked the situation over with me.

My idea had been, for a long time, to open up a cash store. I pointed out how expenses could be cut, and the advantages of operating on a cash basis generally.

The proprietor was of the same opinion as myself—that we could run with a small force, doing away with a bookkeeper, for instance, as well as a man to collect bills.

I have been running this business now for three years, and have not charged a single cent. Nearly everybody is convinced that I am doing a cash business.

Some trade I have lost in the effort, I must admit that. On the other hand, I have gained some customers who believe in the cash way of doing business.

Taken altogether, the venture has proved a success. THEO. B. FANT.

Anderson, S. C.

GRAPHIC ART.

To the Editors:

We have several Greek customers, and as none of us in the store understands the Greek language, we are sometimes at our wits' end to make out their wants.

A short time ago one of the Greeks wanted to buy some whole cloves, but as he did not know what to call for, he produced a pencil and piece of paper and drew what looked to be a human hand with outstretched fingers.

I knew at once what he desired, and his delight at my being able to make out his want was a pleasure to behold.

We always try very hard to please our foreign customers. That they appreciate our efforts is testified to by our constantly increasing trade with them. EDWARD GOSHEN.

Saco, Maine.

FROM JOHN F. PATTON.

To the Editors:

The BULLETIN is so entirely different from the ordinary drug journal—more on the order of a high-class literary magazine—that it stands unique among the publications of its kind. Good paper, clear type, size and general arrangement of its excellent matter make it an attractive and welcome visitor to our store. Its pages are carefully read, with pleasure and profit. J. F. PATTON.

York, Pa.

CAPSULES OF SCIENCE

Prepared by PROF. W. L. SCOVILLE.

Mnemonic Munitions.—

Carbonic acid shows much more chemical energy in salt solutions than in pure water solution, owing, it is thought, to less hydrolysis in the salt solutions.

Mixtures of ammonia and air in which the ammonia content is between 16.5% and 26.8% of ammonia, are dangerously explosive.

Calcium combines with sulphur in greatly varying proportions, and evidence is adduced to indicate that polysulphides exist as high as CaS_7.

The alpha emanations from radium have been found to stimulate plant growth, while the beta and gamma emanations are injurious. The value of radium as a fertilizer thus appears to depend upon the manner of its use.

In 1914 there were made in the United States 110,000,000 incandescent lamps, which was nearly half of the world's production, and 3000 times the number made in 1881.

Potash deposits have been found in Texas which contain the salts in soluble form, and from 9 to 14 per cent of the soluble salts is potassium salts.

"Anesthesia is produced by the anesthetic by virtue of its residual valency, occupying the oxygen receptors of the cell, forming a non-irritable, dissociable, anesthetic-protoplasm compound." No wonder!

One molecule of calcium hydroxide unites with two of theobromine to form calcium-theobromine, which has a more intense diuretic action than theobromine, owing, it is thought, to the formation of colloidal theobromine in the stomach.

A double salt, quinine-pyramidon camphorate, is stated to have "splendid" antithermic powers, but to have no narcotic or anti-pain properties. It is likely to appear on the market if tests confirm the estimate now placed upon it.

Physiological tests of synthetic camphor indicate that it has the same action in the system as natural camphor, and shows no harmful effects.

Pasteurization may or may not kill the *Coli* bacillus in milk, according to the condition of the bacillus. Some strains are much more resistant than others, and are not killed by pasteurizing temperatures.

Fraudulent gift-foods for sending to the soldiers have appeared in Germany, such as jellies containing rum, flavoring jellies, factitious tea, coffee, milk and cocoa tablets, etc.

It is estimated that 200,000,000 gallons of alcohol per year could be manufactured from low-grade molasses, and the residues still have a fertilizing value that would pay all costs of manufacture of the alcohol.

A micro-balance has been constructed which is sensitive to 0.0000003 Gm. It is a torsion balance constructed of quartz fibers, and the scale pan weighs only 0.017 Gm.

In the germination of seeds the reactions involved produce sufficient heat to raise the temperature from half a degree to nearly 2 degrees centigrade.

Milk cannot be sterilized by ultraviolet rays because they impart to the milk a disagreeable odor and taste, and are not certain in action.

It is claimed that papain, under some conditions, deteriorates rapidly, and loses its proteolytic powers.

Kerosene is liable to lose a portion of its illuminating power after long exposure to light.

Oil of chenopodium has been shown to be less poisonous to animals when mixed with a fixed oil than when administered alone. It has a cumulative action when given in successive doses.

Moulds may destroy narcotine and codeine in opium, but most of them have no effect on morphine, and only a few affect it slightly.

BOOKS

KRAMER'S "SCIENTIFIC AND APPLIED PHARMACOGNOSY."

"Scientific and Applied Pharmacognosy" is a new book brought out by Henry Kraemer, Ph.D., and is a companion volume to his "Applied and Economic Botany" recently reviewed in these columns.

The term "pharmacognosy" as used in this volume is made to cover not only an intimate knowledge of crude drugs from their collection in the field to their distribution as manufactured medicines, but also that branch of chemistry which treats of plant constituents and principles.

The text is supplemented by a large amount of practical information concerning medicinal and economic plants which will be of great value to the pharmacognocist. He should also consult freely the very excellent illustrations which abound throughout the volume; many of them have been especially made for this work, while others have been borrowed from contemporary authors.

The nomenclature adopted is that of Robinson and Fernald's edition of Gray's Manual for native plants of this country, the Index Kewensis, and Engler & Prantl. The drugs are arranged according to families under three grand divisions: The thallophytes, including the bacteria, algæ, and fungi; the archigoniates, including the ferns and fern allies; and the spermatophytes, or flowering plants. At the head of each family is given a short synopsis of its morphological and histological characters.

Some of the more important animal drugs and a key for the identification of powdered drugs are appended. This volume will undoubtedly rank as one of the best on the subject, and should be a welcome addition to the library of all interested in pharmacognosy. It comprises 857 pages, costs $5.00, and is published by the author, 145 North Tenth Street, Philadelphia.

O. A. FARWELL.

"THE GENUS EUCALYPTUS."

Parts 22 and 23 of "A Critical Revision of the Genus Eucalyptus" have recently appeared. The earlier parts have been reviewed in these columns. Attention is directed to the high character of the work, which is continued in the present numbers, where nine species are dealt with. O. A. FARWELL.

PRACTICAL PHARMACY

A Practical Prescription Workboard.—

A newly installed workboard, described by Russell Wilmot in an issue of the *N. A. R. D. Journal,* possesses several unique and original features which may be suggestive.

The top of the worn-out prescription counter previously in use was taken to a skilled cabinet-maker, and a new one made of heavy, solid oak on the same pattern. The new top was rubbed down, filled, and polished to the finish of a buggy box. The varnish used was guaranteed not to be cut by alcohol, turpentine, or benzin, providing these liquids were not *wiped* off, but the superfluous liquid carefully removed with blotting-paper or absorbent cotton; for, although these liquids, if vigorously wiped up, might cause the varnish to come off like a thin skin, the varnish would rapidly harden after evaporation had taken place, if left alone.

Before the workboard was installed, however, two circular brass plates, three and a half inches in diameter, were ordered at an automobile shop. These were reënforced with iron underneath; a hole cut in the middle of each; and the holes threaded so as to receive the upright iron rods for the ring filter stands. The plates were then sunk flush with the workboard top and screwed into place. The plates were given space at each side, but not at the extreme ends of the counter. Now, in one second the ring stands may be rigidly placed for use in filtering, percolating, or other operations.

At the extreme left a section was lowered to the right height for the typewriter, which is equipped with a label holder, and a stool is always in place, one not large enough to be in the way.

Three sliding leaves or pull-out boards of convenient size add to the counter space. One is aluminum-covered for receiving hot receptacles; one is porcelain topped, for pill- or ointment-making; and one is plain polished wood for general utility. The section to the extreme right is given over to the writing desk. The desk top is covered with dark-green blotting-paper covered with a removable plate-glass top, with beveled edges. Any small paper or card, which it is desirable to keep in sight, may be slipped under the glass where it cannot get away.

Over the desk is an extension gate-arm telephone which may be shoved back out of the way when not in use.

The Preparation of Flake Agar-agar.—

Agar-agar has recently come into favor with the medical profession as an evacuant. Its value is based on the formation of a soft, bulky, indigestible jelly in the intestines, which, it is claimed, promotes peristalsis by supplying the necessary residue frequently lacking on account of our present-day highly refined foods, and softens the feces by virtue of its water-absorbing-and-holding power.

In its natural form agar-agar is hardly available for this purpose, as the long shreds are difficult to administer. The powdered agar-agar, it is claimed, will be digested when taken. Its most desirable form for administration, says F. W. Nitardy, Ph.G., in the *Journal of the A. Ph. A.,* is therefore in flakes, in appearance quite similar to flake breakfast foods and usually prescribed to be eaten with or as such cereals.

A simple and easy method of preparation is as follows:

"Soak and rinse a suitable quantity of agar-agar in water, drain well, grind through a meat-chopper and spread out in thin layers on cheese-cloth trays to dry in a dust-free, airy place. When dry, collect and store in suitable vessels. This product is usually prescribed in doses of one to four heaping teaspoonfuls (1 to 4 grammes).

"If it is desired to medicate the agar-agar, the required amount of medicament for each 500 grammes is dissolved in water so as to form 1000 Cc. of solution. This solution is mixed with the flake agar-agar, and as soon as it is evenly and completely absorbed the product is again spread out to dry."

How to Mend Rubber Gloves.—

The liability of rubber gloves to wear or tear means a considerable expense to the practicing physician, and for this reason druggists are sometimes asked to repair them, or at least to suggest a method for so doing.

When patched in the ordinary way there is a tendency to curl on the part of the edges of the rubber of the patch and of the rubber edges of the tear, when these are moistened with cement. This curling occurs, if the tear is at all large, to an extent that makes repair impracticable.

To get around this difficulty, Dr. J. F. Cotton, in an article appearing in *Surgery, Gynecology and Obstetrics,* recommends the following procedure:

Take an ordinary filing card, spread it rather heavily with library paste, and paste on it the rubber tissue (dentists' "rubber dam" of light weight is what Dr. Cotton uses); smooth this flat and let the paste dry. Then when a patch is needed, cut one out, rubber, card and all, to fit the tear. Turn the glove inside out, place it on the hand, moisten the patch with cement, let it dry for a few seconds, fit it on and press it down as hard as you can. If the tear is large it is easier to lay the moistened patch down and fit the edges of the tear to it, then press. That is all there is to it, except for powdering the glove with French chalk and laying it aside. Later, soak the glove in water, and the bit of card comes away as the paste dissolves. You thus have a secure patch, adherent clear to its edges, flat and water-tight, and fit to stand boiling as well as any patch.

Order in the Prescription Department.—

Order is probably one of the first considerations in the prescription department, says John F. McAnulty, Jr., in a recent issue of *Merck's Report.* Without it the compounding of many a simple prescription becomes a hard job because of the effort required to hunt up, and sort out, the drugs and implements used.

All pills, tablets, and capsules should be arranged alphabetically, irrespective of the size or shape of bottles.

As the number of tablets increases, considerable space is often taken up by stringing the bottles in a line on the shelves, so that all the labels will show.

A way to overcome this condition and at the same time give a neat appearance, without interfering with convenience, is to put them all in wood or tin boxes, and arrange the titles in alphabetical order, on the fronts of the boxes.

I have found the boxes that held 100 cigars, Londres size, to answer this purpose very well. Pills should be grouped by themselves and the boxes labeled "Pills No. 1," "Pills No. 2," etc. Proceed to place the pill bottles in the boxes, alphabetically, until one box is filled, then continue in the same order with the next, and so on. In this store I have 105 separate bottles of pills in five boxes. The bottles range from 100 pills to 500 pills content. Tablets are far more numerous. It took twenty boxes to accommodate the tablets, and they were arranged in the same order, as Tablets, Box No. 1; Tablets, Box No. 2, etc. There are over 220 different tablet triturates in these boxes, and range from 100 to 1000 tablets to the bottle.

This method saves shelf room, as one box takes up 5½ inches of shelf 6 inches wide and 6 inches apart; whereas the bottles in the box spread out in a line, so as to expose all labels, take up 24 inches, or nearly five times the space of one box. Another great advantage is in having the bottles under cover, and protected from dust.

Cleaning Chemicals by Means of an Electric Fan.—

How an electric fan was utilized to reclaim a barrel of paper-contaminated potassium bicarbonate was described as follows by George M. Beringer, Jr., at a recent meeting of the New Jersey Pharmaceutical Association:

A barrel of potassium bicarbonate, of German manufacture, had been on hand for some time. The barrel was lined with parchmentized paper. Through some defect in the manufacture of the paper, or the action of the salt upon it, the paper began to disintegrate. The more one tried to separate the salt and the paper the more they mixed. A boy was put to work spreading the mixture on a table and picking out the bits of paper. It looked all right, but the first pound sent out was returned in a hurry. The paper was still there.

With the facilities at hand, recrystallization was out of the question, but nearly two hundred pounds of material could not be wasted, especially in the face of a rising market.

Then came the magic inspiration of the electric fan. A small fan was set awhirl at one end of a long, narrow table. The table was covered with clean, heavy paper, and along the edges was placed a row of wooden boxes to prevent the potassium bicarbonate from rolling on the floor. The end was left open.

Through the swift current of air, passing along this narrow channel, the material was allowed to drop, a handful at a time. Away went the paper—big bits and little bits—in a merry whirl, while the heavy chemical, bright and clean, dropped on the table, freed from its troublesome companion. Scarcely a pound of material was lost.

BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

Announcing the New Clerk.—

When a certain Canadian druggist employs a new clerk, says *Penslar Push,* he believes that the clerk is entitled to a fair introduction to the customers of the store.

Accordingly he sends out a suitable letter, the following being one that was sent out to announce the engagement of a new prescription clerk:

DEAR SIR:

If you have been in our store within the past week, you have doubtless noticed the new member of our staff. We want you to know something about him.

He is the new prescription clerk, Mr. Ernest Thompson, and we consider him unusually well qualified.

He is a graduate of the Ontario College of Pharmacy, and for the past three years, before coming to us, was in charge of the prescription department of one of the best drug stores in Toronto. We are very glad, indeed, to have him associated with us, and you may be sure that any prescriptions that Mr. Thompson compounds for you will be put up with absolute accuracy, and with strict fidelity to the doctor's instructions.

Mr. Thompson is thoroughly imbued with the spirit of this store, and should he have occasion to serve you, we know you will be pleased.

A letter like the foregoing not only serves to introduce the new clerk, but also acts as an effective advertisement for store service.

Proper Color Schemes.—

Some simple rules for obtaining harmonious color schemes for use in window displays, which are laid down in the correspondence course of the Rexall School of Salesmanship conducted by the United Drug Company, of Boston, are quoted by *Printers' Ink* as follows:

Contrasts or graded shades of one color are correct.

Dark colors should be used below light colors, never above them.

Never use more than three colors in one scheme.

Use light colors in dark places.

Use soft shades where permanent coloring is pronounced.

Never put two floral designs very near together.

Blue contrasted with yellow appears more brilliant.

Blue contrasted with violet appears more green.

Blue contrasted with green appears more violet.

Blue with red is better than blue with green.

Blue with scarlet is a good combination.

A Separate File for Narcotic Prescriptions.—

George F. Vachou, of Little Falls, Minn., furnishes us with the following description of a practical method for filing Harrison law prescriptions, and says that the scheme is in successful operation in a store averaging about 100 prescriptions a day.

An identifying letter is placed either before or after the number on both the label and the prescription.

The prescriptions are then placed in a separate file or book bearing the same letter as the one used to designate the narcotic nature of the prescription. For instance, if the letter "A" is used to identify the prescription as a narcotic one, the same letter should be placed on the file.

This method of marking and filing does away with the necessity of keeping a special record of the number of the prescription and the amount of narcotics used, as the file forms a complete record of the required information and at the same time gives one easy access to the prescriptions.

Reaching Out for Holiday Business.—

It is usually felt that a little extra effort is needed in the way of boosting Christmas sales. Many druggists buy additional newspaper space during this season, and some of them go the limit, or near it, and contract for a full page!

We are reproducing on this page an advertisement which appeared in an Atlanta, Georgia, paper on Sunday, December 6, last year. It occupied an entire page, and is evidently the work of an expert. It might well serve as an example; at any rate it will repay a few moments' careful consideration.

Jacobs' Pharmacy
Eleven Stores
Do your Christmas Shopping Early.
SHE APPRECIATES VANTINE'S—
Vantine's Oriental Perfumes, 50c, $1.00, $1.50
Vantine's Oriental Toilet Water 75c, $1.00, $1.50.
Vantine's Oriental Sachets 25c and 50c
"DJER KISS" Vege al, $1.00
"DJER KISS" Toilet Water $1.50
VANTINE'S TOILET SETS
Containing Toilet Water, Toilet Cream, Talcum Powder and Soap.
TWENTY-FIVE CENTS.
VANTINE'S LARGER SETS
Containing Toilet Water, Sachet and Face Powder, at $1.00, $1.25, $1.50, $2.00, up to $3.00.
MARY GARDEN GIFTS.
Mary Garden Extract, 2 1-2 oz Bottle in Beautiful Red Satin Box $4.50
Mary Garden, 1 ounce, $2.00
Mary Garden, 1-2 ounce $1.00
Mary Garden Toilet Water $3.00
Mary Garden Sachet . $1.50
TOILET WATERS AND PERFUMES.
Hudnut's Toilet Water, in Handsome Decorated Christmas Boxes, at . 75c
AZUREA VEGETAL at 89c
Pinaud's Lilac Vegetal, in Decorated Christmas Boxes 65c
COLGATE'S CHRISTMAS SETS
Colgate's Miniature Extracts (five) 25c
CUT GLASS PERFUME ATOMIZERS—$1.00, $1.50, $2.00, $2.50.
R & G. "Violet de Parme" Toilet Water 85c
INFANTS' CHRISTMAS SETS
Three-piece Celluloid, Blue or Pink $1.00
Five-piece Celluloid, Blue or Pink $1.50
Containing Comb, Brush, Soap Box Rattle and Powder Box
This Is GIFT-SELECTING WEEK
Ivoroid Toilet Articles Make Most Attractive Gifts
A Very Complete Line to Select From, Including—
Sound Mirrors with Ring Handles, $2.00 to $8.00
Hair Brushes, $1.00 to $6.00
Combs, 50c to 2.00
Cloth Brushes, $1.00 to $4.00
Hat Brushes $1.25 and $1.50
Jewel Boxes, $3.50 to $4.00
Jewel Boxes $2.50 to $4.00
Face Powder Boxes $1.00 to $1.50
Thermos Bottles
We carry a very complete display of the Celebrated Thermos Bottles and Thermos Articles. The Dollar Thermos Bottle (quart size, $2.00), separable case, red japanned finish, is the lowest-priced genuine Thermos Bottle on the market. It is reinforced in the thermos chamber same as the highest-priced Thermos Bottle, while the sealing leaf at the base is fully protected. The large size drinking cup is securely fastened to the case, holding the cork tightly in the mouth of the bottle and preventing leakage of contents. Red japanned finish, nickeled top and bottom.
Pint size, keeps hot 12 hours, cold 24 hours $1.00
Quart size, keeps hot 12 hours, cold 50 hours $2.00
$1.50 SEPARABLE ALL NICKEL THERMOS BOTTLE IN HALF PINT AND PINT SIZES—QUART SIZE, $2.50
THE THERMOS FOOD JAR
Put your piping hot meats or vegetables in the Thermos Jar and at any time during the next 12 hours you can serve steaming hot food—when motoring, driving, boating, hunting, camping—or at home, whenever you'd appreciate such convenience.
Or put freezing cold ice cream, sherbets, butter, fruits or salads in the Thermos Jar to be kept cold for 12 hours or less under any condition of temperature. The Thermos Jar adds a phase to the enjoyment of an outing or excursion that has heretofore never been hoped for, namely, a homemade hot or cold lunch at any hour, at any place.
The Jars are protected by handsome nickel cases, and are equipped with a gold-lined dish which fits around the bottom of case for serving contents
1½ pints . . . $10.00
Filler for above . . . 6.00
THERMOS CARAFES—THERMOS COFFEE POTS—THERMOS FLASKS—THERMOCUPS, ETC
Jacobs' Pharmacy
258 Peters St. 245 Houston St
70 West Mitchell St.
45 Marietta St. 542 Peachtree St.
FOR THE MAN
Playing Cards 25c, $1.00
Poker Sets $5.50, $20.00
Dice Sets . 75c, $1.50
Stationery 25c, $2.00
Fine Thermometers 35c, $3.50
Calendars 25c up
Fountain Pens $1.00 $10.00
Desk Sets $2.50 up
Desk Shears, cased $2.00
Shaving Brushes 25c, $5.00
Strops 35c, $2.50
Razors . $1.50 up
Shaving Mugs . 50c, 60c
Shaving Mirrors 50c, $4.00
Pair Military Brushes $1.00, $10
Cloth Brushes 50c, $4.00
Hat Brushes 50c, $2.00
Complete Set of Brushes, Hair Brush and Comb 75c up
Hand Mirrors . . 25c up
Flat Pocket Manicure Sets . $1.25, $4
Traveling Toilet Case $1.25, $20
Leather Covered Flasks 50c, $5
Collapsible Cup, leather case 25c, $2.00
Set of 3 Cups for little trips $2.50 $2.75
Thermos Outing Lunch Sets $2.00, $6.00
Thermos Carafe $6.00
FOR THE BOY
Toilet or Manicure Sets . 50c, $2.00
Collapsible Cup, leather case 35c, 75c
Thermometers 25c, $3.00
Fountain Pens $1.00 up
Rubber Balls 15c, 50c
Pencil Sets 50c, $1.25
Desk Sets $1.25, $1.50
FOR THE WOMAN
Toilet Sets . $3.50, $18.00
Manicure Sets $1.50, $10.00
Nail Buffers in case $1.00, $1.00
Set of Sewing and Embroidery Scissors in case $3.50, $4.00
Fine Shears . $1.00, $2.00
Traveling Case for Toilet and Manicure Articles $2.00 up
Perfume or Sachet 10c up
Atomizers or Cologne Bottles 50c, $2.00
Hand Mirrors 35c up
Vanity Box, Mirror and Puff . . 50c, 85c
Hair Brushes 50c up
Whisk Brooms and Holder 75c
Rubber Hourglass Gloves . 75c, $1.25
Bathroom Mirrors $3.50, $4.00
Set Toilet Bottles with opal labels 25c, 35c each
Bathroom or Medicine Cabinets $2.50, $3.00
Hot Water Bottles, plain or pretty flannel covered 85c, $2.00
Thermos Coffee Pot or Carafe $4.00 $4.00
Clocks 49c up
Stationery 25c up
Desk Sets $2.50 up
Fountain Pens $1.00 up
Calendars 15c, $2.50
Photo Frames 25c, $2.00
Imported Perfume Sets $4.00, $9.50
FOR THE GIRL
Dolls 25c, $14.00
Toilet or Manicure Sets 50c, $5.00
Cards, Dominoes, etc 10c up
Perfume, Sachet 25c up
Box of Fine Soap 25c, $1.00
Dolls! Dolls! Dolls!
A World of Them
And every one just waiting for Christmas Day to run to the arms of some happy little child mother who will care for her most tenderly all the rest of her life.
Truly a fairyland of dolls awaits you
Just about every corner of this old world has sent dollies to the world of dolls on the second floor—little fairy dolls, quaint looking dolls dressed like little old world people, and "lots" of impish looking dolls with the funniest faces
Here are a few to read about, but all the little girls must come into this doll world to see the hundreds of others—
All the little girls need do is to come here, choose the dollies they love most, and then wait and see what happens on Christmas morning
Just arrived from Baby land—by Special Permission of the Kaiser, who, rather than disappoint the wee Girlies, permitted the shipment of the Dollies thru Neutral Ports.
"LITTLE SISTER" Character Dolls are just as lifelike and natural as a Real Baby! In price from 75c to $12.50.
"MY GIRLIE" Jointed Doll-Baby, with Real Hair and Beautiful Sleeping Eyes. Long Curly Hair and Shoes and Stockings
$2.00 Doll at $1.25
THE FAMOUS "KEWPIE" DOLLS. 25c, 50c, 60c, $1.00.
Christmas Doll Special
$1.50 Doll at $1.00
23 in. high, full jointed, sleeping eyes, shoes and stockings, blonde and brunette $1.00
Japanese Fancy Dress Doll—a novelty doll representing court lady in ancient dress leading Japanese chin dog; new and delightful 50c 75c $1.00
Jacobs' Pharmacy
Main Store, 6-8 Marietta Street.
FOR THE GIRL
Atomizer or Cologne Bottles . . . 50c, $4.00
Picture Frames . 20c, $2.00
Mirrors Ivoryoid $1.50, $4.00
Vanity Box for Purse 50c, 65c
Hand Bags . . . $1.00, $15.00
Bathing Caps . . 50c, 75c
Desk Sets . . . 50c, $3.00
Calendars . . . 10c, $4.00
Thermos School Lunch Box $3.00
Toilet Sets . . . . . $1.50 up
FOR THE BABY.
Powder, Puff and Box . 25c, $1
Comb and Brush Set . 25c, $1
Stork Rib or Cerveau . . . 35c
Stork Panties 90c
Rubber Toys 05c
Fancy Balls . . . 15c, 50c
Dolls . . . 25c to $2.50
Tingling Necklaces 25c, $1.00
Teething Rings and Rattles 5c, 35c
SHAVING STROPS—"Yankee" Strop, leather horse hide, canvas back, extra long and heavy quality Price $1.00
Jacobs' "Special" double, 24 inches long, value, $1.50; special at $1.00 Complete line of Strops, 5c up.
CLOTH BRUSH—Solid Parisian Ivory back, long stiff bristles of very fine quality, price $4.00 Other styles in Parisian Ivory 50c to $3.00 And Hat Brushes to match, soft fine bristles, $1.50 to $3.00
HAIR BRUSHES—Long stiff bristles of finest quality, priced $2.00 Other styles, $2.25, $4.00 and $6.00
COMBS in Parisian Ivory, either all coarse or half coarse and half fine teeth, prices 50c to $1.00
NAIL BUFFER—Parisian Ivory handle and case, with removable shamois, price $1.25 Other styles, in cases, $1.00 and $1.50
ROUND HAND MIRRORS—Solid Ebony, heavy French bevel plate, $1.75 and $3.00 In solid Parisian Ivory, 4-inch size, $4.00, 5-inch size, $5.00, 6-inch size, $6.00.
MANICURE SCISSORS—Curved, fine and sharp-pointed, best steel and very special value at 75c. Another special in Cuticle Scissors, 2½-inch length, curved and pointed, very good grade steel; special price but 38c. Other prices, upward to $1.50.
THERMOS "CARAFE"—Heavy nickel plate and very handsome for sideboard or table; price $4.00 The man of the house especially would appreciate this handsome gift.
POWDER PUFF BOX OF FABRIKOID IVORY, of heavy weight, priced $1.00 Others, 50c to $1.25 Bath Powder Boxes, large flat styles, $3.50 Vanity Boxes with soft, fluffy puff, 50c Salve Boxes, 75c
This Is GIFT-SELECTING WEEK
Solve the Christmas Problem
Send Davis Quality Cards For dozens of your friends they are actually better than costly gifts (which sometimes put the receiver under unwelcome obligations). They are individual enough to express your own thought in a way that always appeals. While free from the usual cheap sentimentality, Davis Quality Cards have an intimate personal quality that makes them appreciated wherever they go.
And they please by their beauty as well as their sentiments—colors exquisitely blended, artistic lettering, paper of the choicest, make them quality cards that you're proud to send to the most exacting friend. You'll know them by this trade-mark—
The A. M. Davis Company Quality Cards
CHRISTMAS TAGS, SEALS and CARDS. ONE CENT to TWENTY FIVE
Christmas Stationery
In Handsome Holiday Boxes
HURD'S HOLIDAY BOXES, One Quire 50c
Note and Letter Size, Two Quires 75c
COMBINATIONS WHITE AND TINTED Paper and Cards, $1.25, $1.50, $1.60
BERLIN'S TINTED CROSS BAR, in Six Shades, at 50c quire.
WHITING'S OSGANDIE OLACE IN COMBINATION HOLIDAY BOXES AT $1.25
Jacobs' Pharmacy
23 Whitehall St 102 Whitehall St.
153 Decatur St. 422 Marietta St.
216 Lee St., West End

A full-page holiday ad. used last year by Jacobs in Atlanta.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Percentage Solutions.

G. L. H. writes: "Please tell me how to make percentage solutions of solids in liquids. For instance, how many grains of potassium permanganate are required for ½ ounce of a five-per-cent solution?"

Percentage solutions are ordinarily made entirely by weight. They should invariably be made by this method, indeed, unless the dispenser has reason to believe that the physician has the weight-to-volume process in mind. You mention specifically a five-per-cent solution of potassium permanganate. This ought to mean 5 parts by weight of the permanganate in every 100 parts by weight of the finished solution, and to make half an ounce of such a solution, we first calculate the amount of chemical to use. Five per cent of 228 grains (the weight of ½ fluidounce of water) is 11⅜ grains, and this amount of permanganate should consequently be dissolved in 216⅝ grains (not ½ fluidounce) of water. For practical purposes, of course, it is sufficient to use round numbers, in which case 11 grains of potassium permanganate and 217 grains of water could be employed. This will give slightly less than half a fluidounce of finished product, but the deficiency in a solution as weak as this will scarcely be observable. With stronger solutions, where the deficiency in volume will be greater, relatively more of the product has to be made.

In making the solution by the weight-to-volume method, the 11 grains of potassium permanganate should be dissolved in sufficient water to make the finished volume measure 228 minims.

How Rubber Sponges Are Made.

B. R. F. inquires: "Can you give me any information as to how rubber sponges are made?"

It is a comparatively easy matter to cause rubber to "sponge," but to make a perfect rubber sponge is quite a different problem. This is because the trade demands a rubber sponge that is odorless, that is evenly spongy, and one that will not harden after lying in stock for a month or two. Hence, only factories in which experiments are continually made can produce a satisfactory article.

In making the sponges crude rubber is mixed with sufficient sulphur to vulcanize it, then with a certain quantity of melted paraffin and with some water, and the whole is massed together by running it through the rollers of an open mill. During this process the paraffin dissolves some of the rubber and distends the remainder, while the water assists in the distention. Finally the mass is formed into balls of the desired shape and size, and these are heated, first to form gases, which being liberated make the mass porous; then the heat is raised to the point of vulcanization. Sponges so made are claimed to be the equal of natural sponges in elasticity and absorbing power, and are more durable and cheaper.

Haarlem Oil.

E. H. L. asks: "Will you supply me with a formula for Haarlem oil?"

We are unable to say what the true Haarlem oil is composed of. It is still made in the city of Haarlem, costs about six times more than the imitation, is lighter in color, and more transparent, but the properties are very similar.

As to what it was originally there is also some doubt. One writer says that it was the red oil obtained as a second fraction in the dry distillation of resin; another, that it was made by the dry distillation of a mixture of aloes, olibanum, myrrh, and olive oil; and another that it was a mixture of balsam of sulphur, oil of turpentine, and Dippel's oil. The last, minus the ol. animalis, is the form generally adopted now, and the following is a translation of directions for making it followed in Denmark and Holland:

Mix in an iron vessel large enough to allow some frothing, four parts of linseed oil and one part of sulphur. Heat to a temperature of 165° C., stirring well all the time, until the mixture drops off the stirrer with a glassy appearance. Remove from the fire and add 15 parts (by weight) of oil of turpentine, and agitate until solution is complete or nearly so. Then filter.

The liquid should be limpid and of a brownish-red color.

Concerning a Chill and Malaria Preparation.

M. H. S. writes: "We are desirous of placing a chill and malaria preparation on the market and would appreciate a few suggestions. We wish to make an elixir containing a low percentage of alcohol, each teaspoonful of which will represent 3 grains of quinine sulphate, 1 grain of iron carbonate, and ⅓ grain of aloin. Will you suggest a working formula? We would also like to know how the label should read in order to comply with the pure food and drug laws."

Iron carbonate (ferri subcarbonas, U. S. P., 1870) is insoluble in water or alcohol and for that reason we suggest that you substitute for it ferrous sulphate, which chemical is often used in malaria remedies. As a tentative formula we offer the following:

Quinine sulphate	384 grains.
Dilute sulphuric acid, q. s. to dissolve.	
Ferrous sulphate	128 grains.
Aloin	42⅔ grains.
Water	2 fluidounces.
Aromatic elixir	8 fluidounces.
Syrup q. s. ad	1 pint.

Dissolve the quinine sulphate in the water with the aid of a sufficient quantity of diluted sulphuric acid. Then dissolve the ferrous sulphate in the acid dilution. Next dissolve the aloin in the elixir, mix the two solutions, and add sufficient syrup to make the whole measure one pint. The mixture may be colored red with tincture of cudbear if desired.

A statement on the label of the alcohol percentage is the only one required by law. You should of course

refrain from making any extravagant or unwarranted claims concerning the remedial properties of the preparation.

Coloring Electric Light Bulbs.

L. E. S. says: "Please publish a formula for coloring electric light bulbs."

The following is said to produce satisfactory results:

First, make a solution by mixing the white of one egg, previously beaten to a froth, with one pint of soft water. Filter, and be sure that no bubbles remain on the surface of the liquid. The globes should be cleaned and polished carefully, and then dipped into this solution and hung up by a string to dry. After about half an hour they should be dipped the second time to insure a perfect coating. When thoroughly dry they are ready for the coloring solution. This is made by dissolving from 10 to 30 grains (according to the density of color required) of any soluble aniline dye in four ounces of collodion. Dip the globes in this solution and hang up to dry. If they are not dark enough they can be dipped again after the first coat has become dry, which usually requires about six hours.

Another method is to dip the bulb into a saturated solution of alum and allow the liquid to dry on it. The solution may be colored with cochineal for red, turmeric for yellow, indigo for blue, and so on. Aniline dyes may be employed.

Locust Blossom Perfume.

W. A. F. writes: "Can you or any of your readers furnish me with a formula that will produce a first-class locust blossom perfume oil for greaseless and greasy creams? A concentrated, non-alcholic product is desired."

To produce a satisfactory locust blossom odor from a mixture of oils is a process which requires considerable care and experience. Then, too, the odor produced in this way is more expensive than a synthetic locust blossom perfume purchased from concerns whose equipments permit of furnishing such odors at reasonable prices. Dodge & Olcott Co., New York City, W. J. Bush & Co., New York City, or the Synfleur Scientific Laboratories, Monticello, N. Y., are concerns any one of which can probably furnish you with a satisfactory odor at a cheaper price than you can make the perfume for yourself.

If, however, any of our readers have produced a locust blossom perfume, the formula for which they are willing to impart, we shall be pleased to get it for publication.

Antipyrin and Spirit of Nitrous Ether in Combination.

E. M. S. writes: "When antipyrin is added to spirit of nitrous ether an emerald-green color results. What is the cause?"

When the two compounds are mixed, and the solution is slightly acid, a chemical change takes place resulting in the formation of isonitroso-antipyrin, which gives the green color to the solution. On standing green crystals are formed if the solution is concentrated.

In neutral or alkaline solutions the reaction does not take place so quickly, and by having a little sodium bicarbonate present the reaction may be prevented for several days or weeks.

Investigations made by competent authorities show that the compound is not a dangerous one. According to these investigations there is a small amount of cyanogen evolved, the quantity being so small that no danger need be apprehended. Other nitrites act similarly.

Irish Moss Cream.

E. L. V. writes: "I have been experimenting with a cream (for chapped hands) made with an Irish moss foundation, but have not been able to obtain a satisfactory preparation. I desire to get a product that will be smooth, that will not mold, and that will not be sticky. Can you give me a good formula?"

Try this one:

Irish moss	1 avoirdupois ounce.
Distilled water	10 fluidounces.
Glycerin	2 fluidounces.
Benzoic acid	15 grains.
Alcohol	1 fluidounce.
Perfume, q. s.	

Wash the Irish moss (which should be as white as possible) in a little cold water, then boil for ten minutes in the 10 fluidounces of water in a closed vessel and strain through muslin. Add the glycerin, cool, and then add the alcohol in which the perfume and benzoic acid have been dissolved.

If the preparation resulting from this formula is too sticky to suit you, cut down on the quantity of glycerin, using alcohol in place of it.

Discolored Formaldehyde.

L. L. M. asks: "What can I use to decolorize a solution of formaldehyde which has turned a dark blue? I have tried both charcoal and magnesia, but neither one seems to have any effect."

We have referred your query to several Detroit chemists, but none of them can assign any reason for such a change taking place. It may be that some foreign substance has gained admittance to the barrel and caused the disturbance. As we do not know the cause of the discoloration it is impossible for us to suggest a remedy.

It may be some of our readers have experienced a similar trouble with formaldehyde. If so, and if they have solved the difficulty, we would appreciate hearing from them.

Shaving Cream.

K. & B. write: "We contemplate getting out a shaving cream to be put up in collapsible tubes, and would like to be supplied with a suitable formula."

Try the following:

White cocoanut oil (best quality)	10 grammes.
Stearic acid	30 grammes.
Potassium hydroxide (87.32 per cent)	8 grammes.
Sodium hydroxide (99.05 per cent)	0.75 gramme.
Glycerin	25 grammes.
Water, q. s. ad	100 grammes.

Melt the oil and the stearic acid in a suitable vessel on a steam-bath. Dissolve the sodium and potassium hydroxides in 30 Cc. of water mixed with the 25 grammes of glycerin. Add this mixture to the oil and acid and boil until the whole is saponified. Replace from time to time any water lost by evaporation. When the mixture has cooled add sufficient water to make the whole weigh 100 grammes. Any desirable perfume may be incorporated.

In order to produce a preparation of suitable consistency and fine appearance, and one which at the same time will prove satisfactory in use, it will be necessary

to employ only the best of ingredients and to spend considerable time in experimenting with the formula, adjusting it so that the best results are obtained.

Bay Rum.

M. S. S. writes: "I would like a formula for bay rum, one that is used extensively."

Probably the formula for spirit of myrcia of the 1890 U. S. P. is the one most widely used. Here it is:

Oil of myrcia	16 Cc.
Oil of orange peel	1 Cc.
Oil of pimenta	1 Cc.
Alcohol	1220 Cc.
Water, q. s. ad	2000 Cc.

Mix the oils with the alcohol, and gradually add water until the solution measures 2000 Cc. Set the mixture aside, in a well-stoppered bottle, for eight days, then filter it through paper, in a well-covered funnel.

If a transparent spirit is not produced by simple filtration, the addition to the filter of a small quantity of magnesium carbonate rubbed up with a little of the spirit to a smooth paste will accomplish the object of clarification.

Envelopes and Label Gum.

L. E. S. writes: "I would like a formula for a paste such as is used on stamps, labels, and envelopes."

The gum used on postage-stamps by the United States government is probably one of the best that can be employed, not only for envelopes, but for labels as well. It will stick to almost any surface. Its composition is said to be the following: Gum arabic, one part; starch, one part; sugar, four parts; water, sufficient to give the desired consistency.

The gum arabic is first dissolved in some water, the sugar added, then the starch, after which it is thinned down to the desired consistency. Cheaper envelope gum can be made by substituting dextrin for the gum arabic, glucose for the sugar, and adding boric acid to preserve and help stiffen it.

Ink for Marking Tin Cans.

H. L. M. asks: "Will you inform me how to make a marking ink for tin cans?"

The following are found in the literature:

(1) Dissolve one part of copper sulphate in 20 parts of distilled water; add a little mucilage and pyrogallic acid. Apply with a brush or gilt pen.

(2)

Potassium chloride	3 drachms.
Copper sulphate	6 drachms.
Distilled water	9 fluidounces.

Dissolve and mix with the following solution:

Resorcin blue M	3 grains.
Acetic acid	1 fluidrachm.
Distilled water	5 fluidrachms.

The foregoing may be applied with a steel pen.

Black Varnish.

H. L. M. asks: "Can you tell me how to make a black varnish similar to that used on broom and brush handles, one that is waterproof, bright, and glossy?"

We are not familiar with the composition of the varnishes used by broom and brush makers, but the following is said to produce a satisfactory coating:

Shellac	12 avoirdupois ounces.
Resin	8 avoirdupois ounces.
Lampblack	1½ avoirdupois ounces.
Alcohol	3 pints.

Dissolve the resin and the shellac in the alcohol, strain, and add the lampblack.

Either grain or methyl alcohol may be used.

Foot Tablets.

G. W. D. asks: "Can you supply me with a formula for a foot tablet similar in effect to some of the proprietary preparations on the market?"

A foot tablet that is said to be quite efficacious is made according to the following:

Exsiccated alum	25 parts.
Tannic acid	10 parts.
Powdered orris	10 parts.
Salicylic acid	5 parts.
Boric acid	50 parts.
Oil of lavender, q. s.	to perfume.

Mix the powders thoroughly and incorporate the oil of lavender. Then granulate the powder, using mucilage of acacia to form into large tablets weighing about 30 grains each.

The tablets are intended to be dissolved in warm water.

Mustard Cream.

W. H. R. writes: "How can I make a mustard cream?"

A Detroit druggist uses the following formula:

Benzoinated lard	3 avoirdupois ounces.
White petrolatum	1 avoirdupois ounce.
Camphor	15 grains.
Menthol	30 grains.
Volatile oil of mustard (artificial)	60 minims.

Melt the lard and petrolatum together and dissolve the camphor and menthol in the mixture. When cool incorporate the volatile oil of mustard.

It is important that the mustard oil be not added while the mixture is hot, as a greater part of the volatile oil would be driven off as a result and cause intense irritation in the eyes of the operator.

To Produce a Clear Solution of Phenol.

P. W. W. writes: "I would like to know how to prepare a clear solution, 10 per cent in strength, of carbolic acid."

Carbolic acid with glycerin added to it will produce a clear solution when mixed with distilled water. The amount of glycerin to use in order to produce a clear solution can be determined easily by a little experimentation. Try adding an equal volume of glycerin to the carbolic acid. If that amount is not sufficient, increase it until a clear solution results.

Concerning Ichthyol Ointment.

W. A. S. asks: "Will there be a formula for ichthyol ointment in either the forthcoming U. S. P. or N. F., and if so what will be its composition?"

It is not probable that such a formula will find place in either book. Pasta Ichthyoli, Unna, a formula for which is printed on page 118 of the N. F., third edition, is a preparation of ichthyol intended for external use.

Where to Obtain Toy Balloons.

L. A. H. asks: "Can you inform me where I can obtain watermelon-shaped toy balloons that retail for 10 cents each?"

We suggest that you address your query to the American News Company, Toy and Novelty Department, 9-15 Park Place, New York City

J. E. J.—We are not familiar with the composition of the proprietary syrup you mention.

THE SCRAP BOOK.

TOMMY was throwing stones, and his mother caught him at it.

"Don't let me catch you throwing stones any more," she cautioned him.

"Well, what will I do when the other fellows throw them at me," demanded Tommy.

"Just come and tell me."

"Tell you!" he exclaimed. "Why, you couldn't hit the broad side of a barn!"—*Everybody's.*

THE attention of buyers is directed to Chas. Pfizer & Co.'s Citric Acid, Crystals, Powdered and Granulated, all strictly U. S. P.

Their Crystals are exceptionally white and clear and their Powdered article has gained an enviable reputation for uniformity of dryness and whiteness, which characteristics are very important where a Powdered Citric Acid is desired.—*Adv.*

Effect needs cause, so don't get sore,
But change your groans to laughter;
If there had been no night before,
There'd be no morning after.
—*Practical Druggist.*

THE Chicago Association of Credit Men, through its Credit Co-operation Committee, has undertaken an active campaign for the improvement of accounting methods in retail stores in the city of Chicago. The retail grocers are the first to be approached; later other retailers will be given assistance. After careful consideration the committee has decided to use the Harvard System of Accounts for Retail Grocers as the basis upon which to work. The committee will give personal assistance to any retailers who may have difficulties in starting the system.

The Chicago Association shows a broad, progressive spirit in undertaking this pioneer task. It manifests an appreciation of the need for constructive effort by credit men. By working in close co-operation with the Harvard Bureau of Business Research, the committee will be able to utilize an accounting system which experience has proved to be thoroughly practical, and, furthermore, the grocers who adopt this system will secure the additional advantage of uniformity. They will be able to make detailed comparisons of cost and profit percentages.

Judged from all points of view, this new plan is one which promises to yield valuable results to the credit men and to the retailers.

EDITH had been to church for the first time.

"And what did you think of it?" asked her mother.

"I didn't like the organ very well."

"Why not?"

"Cause there wasn't any monkey with it."—*Harper's Magazine.*

"Safe and Sane"—

Safe for the party with a **sprain** or **bruise;** and surely **sane** treatment—because the Doctor is sure to approve the prompt application of

Antiphlogistine
TRADE MARK

hot and **thick,** as "First Aid."

It is sane to play safe with both patients and doctors—

"There's only ONE Antiphlogistine."

The Denver Chemical Mfg. Co.
NEW YORK, U. S. A.

We can recommend the proper

PEROXIDE

for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously
For Prices, Formulas, etc., Inquire
THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, - - PITTSBURGH, PA.

A. G. RICHARDSON, who for the past twenty years has been identified with J. Hungerford Smith Company, the large manufacturers of soda fountain products, has severed his connection with the firm. He was vice-president and sales-manager for fifteen years.

Few men in the trade are so well known to jobbers, retailers and dispensers as Mr. Richardson, who during his long service with the Smith Company has made friends in all parts of the country.

Before entering the manufacturing field Mr. Richardson was a retail druggist and his intimate knowledge of conditions in the trade proved of great value to him and the patrons of J. Hungerford Smith Company.

Mr. Richardson has made no announcement concerning his future plans and in the meantime is taking a well-earned rest at his home in Rochester, N. Y.

WARUM: I wonder why they are putting so many Germans into the white-wash gang?

Ichweis: Because they are so anxious to clean up the alleys.—*Pitt. Panther.*

LOOK OUT FOR THIS CROOK!—A young man of excellent appearance, representing himself as a grandson of John Morgan Richards, of the firm of John Morgan Richards & Sons, Ltd., of Holborn Viaduct, London, England, has been attempting to secure financial aid from some well-known houses in New York. His excuse for the loan is that he is on his way from London to Chicago, to meet his father, and his purse and ticket have been stolen from him.

He happened to call on one firm who were well acquainted with the house of John Morgan Richards, and when leading questions regarding the company's business were put to him he faltered, and made his exit as quickly as possible, realizing that his game was up.

He gives the name of Frederick H. Brokaw, is about twenty-five years of age, smooth shaven, and very affable in manner.

A TYPEWRITER ON FREE TRIAL.—By mailing the coupon attached to the ad, in this issue, of the Typewriters' Distributing Syndicate, 1510-55J Wabash Ave., Chicago, you can get a No. 5 Oliver typewriter on free trial. When you decide to keep it you can pay for it in monthly installments of only $4 each. And you don't have to pay the catalogue price of $100 either. Fifty-six dollars is all that it will cost you.

The Oliver is guaranteed for life, is easy to operate and wonderfully durable. It has visible writing, U-shaped type-bar, built-in tabulator, back-spacer, marginal release, and universal key-board with six extra characters for use in drug-store work.

Right now, before it slips your mind, is the time to send the coupon that will bring you an Oliver on free trial.

The Dimes Can Make More Than a Dollar.

"Ten 10c. sales of DIAMOND DYES please me more than the sale of a $1.00 article because every sale of

Diamond Dyes

means a satisfied customer.

"DIAMOND DYES bring new customers back and keep old customers satisfied." That's what one dealer writes us.

They show a generous profit, too.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

CHRISTMAS HOLIDAYS are but a few short weeks away.

Are you prepared to put in window trims that will demand attention and pull money from the crowds of holiday shoppers?

"Window Displays For Druggists"—the new third edition, recently revised and with fresh material added—contains illustrations and descriptions of Christmas windows that compel trade. The displays are practical and can be arranged to suit the requirements of your store and locality.

"Window Displays For Druggists" costs but one dollar, post-paid. Address E. G. Swift, P. O. Box 484, Detroit, Mich.

AN American who had to leave on a journey before the end of a case begun against him by a neighbor, gave orders to his lawyer to let him know the result by telegraph. After several days he got the following telegram: "Right has triumphed."

He at once telegraphed back: "Appeal immediately."—*Life.*

HIGGINS INKS and adhesives please particular trade. They are sweet, clean, well put up, and best of all, efficient.

Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y., will send prices, discounts and printed matter if you ask for them.

CUSTOMER: Your cream is very good.

Clerk: It ought to be. I just whipped it.—*Judge.*

SAL HEPATICA, Gastrogen Tablets, Clinton Cascara Active—three products that sell easily and allow liberal profits.

At all jobbers, or from the Bristol-Myers Co., New York.

LITTLE Rollo had been reproved for his table manners by papa and mamma. He trained his baby stare on mamma to ask:

"When you was a little girl didn't y'ever dip your jelly roll in coffee?"

"No, my dear," with a tinge of acerbity.

"Y'ot to try it. Gee, it's great!"—*Buffalo Express.*

OVER 10,000 selected pharmaceutical, chemical, technical and household recipes, together with thousands of recipes for the manufacture of valuable articles for every-day use and descriptions of thousands of ways for making money are included in "Henley's Twentieth Century Book of Recipes, Formulas and Processes."

A copy of this valuable book and a year's subscription to the *Retail Druggist,* can be obtained for only $3.50 from The Retail Druggist, 58-60 West Lafayette, Detroit, Mich.

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago NEW YORK San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

"WHO's the man with no raincoat, umbrella, or rubbers?"

"That's Snooks, the celebrated writer on preparedness."—*New York Mail.*

FOR the expenditure of a nominal sum you can obtain an invention that has cost thousands of dollars to produce and that has taken years of constructive effort to work out.

The invention is a complete, economical, space-saving advertising and cut service that has been adopted to great advantage by druggists all over the country.

You can become acquainted with this money-making device by turning to the ad, on another page of this issue, of the M. P. Gould Co., 120 West 32d Street, New York City. Mailing the coupon attached to the ad brings you full particulars.

SILAS: Hank is very absent-minded.

Hiram: I should say so; he would feed gasoline to his horse and put his automobile out to pasture.—*Motor World.*

SPECULATION as to the character of goods received does not enter in the transaction if you specify essential oils bearing the label of Fritzsche Brothers, New York.

Fritzsche Brothers' essential oils are guaranteed both as to quality and purity.

MEDICINAL, photographic and technical chemicals of excellent quality, and in original or broken packages, are offered by the Albany Chemical Company, Albany, N. Y.

Before your stock gets low, ask the Albany Company for prices. Your inquiry will receive prompt attention.

BROWN: "I saw you carrying home a couple of nice cucumbers last night; how much did they cost you?"

Smith: "I don't know yet; the doctor is still up to the house."—*The Salt Seller.*

THE "Silent Smith" is the name applied to the new model 8 L. C. Smith & Bros. typewriter, which is proving instantly popular wherever introduced.

The new machine is almost absolutely silent in operation. In addition it has a decimal tabulator, a variable line spacer, a faster ribbon feed, and the choice of either left or right-hand carriage return.

All the important features of previous models have been retained—ball bearing carriage, typebars and capital shift, back spacer, key controlled ribbon, removable platen, protected type, flexible paper feed and automatic ribbon reverse.

A catalogue of the new model 8 is yours for the asking. Address L. S. Smith & Bros. Typewriter Co., Syracuse, N. Y.

Get the Olive Oil Business this Fall and Winter!

Olive Oil should be one of your very best Fall and Winter lines, and it will be if you secure the profitable exclusive agency which we offer to only one druggist in each locality. We will send letters and convincing advertising matter direct to your customers which will create a demand and sell olive oil for you.

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL

comes from the famous Lucca district and is the highest grade Olive Oil that comes to this market. We have imported it for thirty-five years and we fully guarantee its superiority, unequalled quality and purity.

If you want to make your Olive Oil business what it should be in the way of profits and sales, don't fail to write us at once for our exclusive agency proposition. The cold weather will soon be here. Get ready for the demand.

McILVAINE BROTHERS

Established 1844 — Drug Importers and Millers — Established 1844

1500 Hamilton St., PHILADELPHIA

A COMBINED ledger-duplicating statement system that is a practical method of keeping books, that eliminates all waste energy, that enables you to instantly render a customer an itemized statement of his account, that permits you to carry not only sales accounts but also general and purchase accounts under the same cover—isn't all that worth $18.75?

That sum is the price charged by the Richmond & Backus Co., Detroit, Mich., for the complete system, handsomely bound, in a loose-leaf book.

If you are interested, write to-day for catalogue K, explanations and forms.

MR. TALKINGHORN: There is a fine picture of our minister in to-day's paper.

Mrs. Talkinghorn: Indeed! What has he been cured of?—*Chicago Sun.*

TREFOIL CORKS are prescription corks of quality that are finding favor with many discriminating druggists

Trefoil corks are manufactured by the R. W. McCready Cork Company, Chicago, Ill.

"AUTOMOBILING has improved my appetite tremendously."

"That is good."

"Yes, but now I can't afford to eat."—*St. Louis Times.*

ALGY: Did you enjoy yourself roughing it this summer, old top?

Lionel: No; blawsted luck! First the chef took sick, then some one stole our safety razors, and, to cap it all, the pianola broke down!—*Stanford Chaparral.*

CLEAN WINDOWS are an asset to any store; no one will dispute that.

But in the cold days of winter, which will soon be here, it is sometimes a difficult and unpleasant task to keep the windows bright and sparkling.

Idea number 333, in the book "350 Dollar Ideas For Druggists," tells how windows may be quickly and effectively cleaned even on the coldest days. The other 349 ideas in the book are equally practical.

You want a copy?

Just enclose a dollar bill in an envelope and send your request to E. G. Swift, P. O. Box 484, Detroit, Mich.

THE New Jersey Drug Clerks' Association has elected the following officers for the ensuing year: Joseph Jacobson, president; William C. Lloyd, vice-president; H. Isadore Percely, recording-secretary; Meyer M. Rubin, financial secretary; Emanual Weiss, treasurer; and Charles Silverston, sergeant-at-arms.

The second annual reception and ball of the organization will be held on the evening of February 2, 1916, at Newark, New Jersey.

$45.00

NATIONAL ZIG-ZAG RADIATOR

and

STREAMLINE HOOD

INCLUDING RADIATOR, HOOD, HOOD LEDGE and SPECIAL CRANK

Easily installed on any new or old Ford car

REDUCED evaporation, efficiency of motor, and luxurious appearance through installation of NATIONAL ZIG-ZAG RADIATOR and STREAMLINE HOOD particularly appeal to the Physician who requires exacting service.

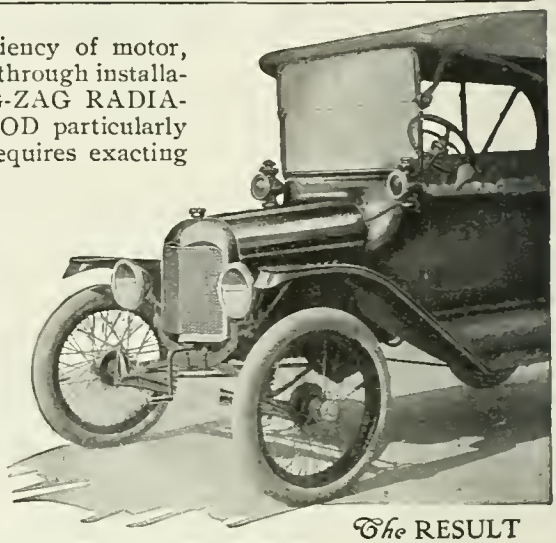
Water cells run in Zig-Zag columns to retard the flow for maximum cooling efficiency.

Semi-pointed front adds to length of car and enhances the streamline effect.

Best of material and construction throughout. Radiators severely tested with compressed air under water. Finished in Nickel, Polished Brass or Black Enamel.

Place your order NOW and be prepared for the unfavorable roads.

If your dealer cannot supply you write us direct for illustrated circular and instructions for installation.



The RESULT

NATIONAL CAN COMPANY

Radiator Department **Detroit, Michigan**

LITTLE BROTHER: But he'd kiss you if I weren't here!

Sister: You insolent boy! Go away this very minute.—*Penn State Froth.*

YOU will want a copy of Catalogue "A." It illustrates and describes a complete line of decorated tin boxes for dispensing purposes.

Catalogue "A" will be sent upon request by the American Stopper Company, Dwight and Verona Streets, Brooklyn, N. Y., which concern carries a complete supply of boxes for every requirement of the modern drug store.

THE LAWYER: Did your late husband leave a will?

The Widow Hardnut: From the time we were married he had no will of his own to leave.—*Christian Register.*

SPECIFYING "Salco" absorbent cotton is the shorthand way for ordering the finest grade of pure cotton from the snow-white fields of the "Sunny South," put up under special process in an attractive sanitary package.

Prove to yourself what "Salco" cotton is like by sending for samples and prices to the Southern Aseptic Laboratories, Inc., Columbia, S. C.

W. A. ALEXANDER, a prominent druggist of Everett, Pa., died on September 7. Mr. Alexander entered the drug business in 1882, and from that time until his death he owned and conducted a successful store. During his residence in Everett, Mr. Alexander held, at various times, a number of public offices.

UNIVERSITY OF ILLINOIS SCHOOL OF PHARMACY NOTES.—The fifty-seventh session of the University of Illinois School of Pharmacy (Chicago College of Pharmacy, began September 21 with an enrolment of 125 first-year students and 68 second-year students.

Professor A. H. Clark, who has been away for a year, spent in study at the University of Michigan, has returned and resumed his professorship of chemistry in the school. Professor Lynn, who held the position temporarily during Professor Clark's absence, has been called to the Oklahoma Agricultural College at Stillwater, Oklahoma, where he will teach chemistry.

"I SEE that Marconi has invented a device by which you can see through brick walls."

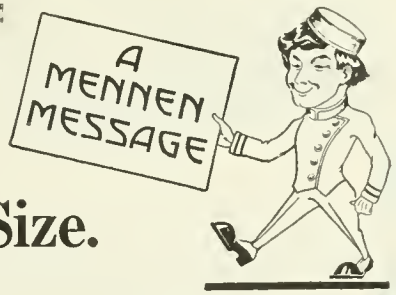
"Somebody invented that long ago."

"Who was it, I'd like to know?"

"The man who first thought of putting windows in 'em."—*Detroit Free Press.*

Mennen's Bath Powder

Now Comes in a 25c Size.



Put up in a very attractive package, in a more convenient size, and at a popular price, quicker turn-overs, hence more profits, now await you in the new size of Mennen's Bath Powder. This is not a new product, but an old, time-tried product in a more attractive form.

Remember, the Bath Powder bears the Mennen trade mark, which to your customer is a symbol of quality. Thus it is already half sold.

Every user of Mennen's Talcum is a prospect for the Bath Powder. Stock up the Bath Powder and make some easy money. Your jobber has it.

Write for special Bath Powder proposition. Be sure to mention "Bath Powder division," or just tear out this ad and write your name and address at the bottom and mail to us.

HOUSE OF MENNEN,

NEWARK, N. J.

ACTING upon the suggestion of the State Pharmaceutical Association, the University of Iowa College of Pharmacy has decided to hold a three-day, short-course session for the druggists of the State.

This course of special instruction will consist of lectures and demonstrations on accounting, salesmanship, store lighting, business management, etc. The dates are Nov. 11, 12, and 13.

THE growth of the American Druggists' Fire Insurance Company is evidenced by the new and more adequate quarters of its home office at Cincinnati, Ohio. The new offices are on the tenth floor of the Mercantile Library Building, Cincinnati, the same building in which the company has been located for nearly ten years.

"POVERTY is a blessing in disguise," quoted the Sage.

"Well," replied the Fool, "the disguise is certainly effective."—*Cincinnati Enquirer.*

INCREASING the sale of Hostetter's Stomach Bitters is easy if you will make use of the attractive store displays, novelty cards and beautifully illustrated booklets furnished by the manufacturers.

Just ask the Hostetter Company, 59 and 60 Water Street, Pittsburgh, Pa.

MADGE: Have you really found that absence makes the heart grow fonder?

Marjorie: Indeed I have! Since Charlie went away, I've learned to love Jack ever so much more.—*Lippincott's.*

HERE is an attractive little variation of the "Do your Christmas shopping early" slogan which is being furnished to the Seneca agencies by the Seneca Camera Mfg. Company, Rochester, N. Y.

This company has also prepared a window and

counter enlargement which will attract a great deal of attention—it shows the Seneca chief "Wy-ten-ac" lying on a bluff taking a picture of a beautiful sweeping river valley.

With its splendid line of cameras, which now includes the Vestpocket Seneca—backed up by a progressive dealer coöperation policy—this company offers an extremely attractive proposition for druggists.

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

Apply the leverage power of WILMARTH equipment to your stock—then watch it move! It's the turnovers that count—and Wilmarth equipment speeds the turnover.

We can assist you in planning your new store—or the remodeling of your old. Ask us.

Wilmarth Show Case Co., Drug Store Equipment from the single case to the store complete
1520 Jefferson Avenue, Grand Rapids, Mich.

NEW YORK, 20 West 30th St.
CHICAGO, 233 W. Jackson Blvd.
CHICAGO, Fuller-Morrison Co.
BOSTON, 21 Columbia St.
PITTSBURGH, House Bldg.
MINNEAPOLIS, 21-23 N. Third St.
ST. LOUIS, 1118 Washington Ave.
DES MOINES, Shops Bldg.
SALT LAKE CITY, 257 S. Main St.

Made In Grand Rapids

ABOUT THE ADAMS FAMILY.—A short time ago, a mailing clerk at the Kansas City office of Parke, Davis & Co., inadvertently enclosed some papers intended for the Adams Express Company with a letter addressed to the Adams Drug Co., Forney, Texas. Here is the way W. D. Adams, proprietor of the Adams Drug Co., expressed himself when returning the papers:

"We realize that the Adams family has been a large and prolific one—in fact, Adam's was the first family, and he was Able to raise Cain when he got ready.

"Some of the Adams boys had almost a corner on the transportation business until the mail order houses got the government to go into the parcel-post business, some are in the drug business, others are preachers, and some few of them are in jail—none of the latter closely related to 'your uncle.'"

DOCTORS approve when, as "first aid" for sprains and bruises, you recommend the application of Antiphlogistine, hot and thick. It gives you a chance, too, to sell cotton and bandages at the same time, thereby securing an additional profit.

Antiphlogistine is at your jobbers, or it may be obtained from the Denver Chemical Mfg. Co., New York City.

"WHAT this town needs"—began the reformer.

"Is a team," broke in the fan, "that can hit the ball when there are men on bases."—*Judge.*

THE new-born infant uttered his first cry.

"First squall for dinner," remarked his proud but irrepressible father.—*Life.*

BOTH you and your customer are satisfied when the sale of a Marvel Whirling Spray is made.

The customer gets a quality-guaranteed product that is returnable for exchange if found defective and returned immediately. You make a satisfactory profit and a satisfied customer.

"Marvels" are for sale by all jobbers, or by the Marvel Company, 44 East Twenty-third Street, New York City.

THE BOSS: What's this item on your expense account, "Overhead Expense, $4?"

The Traveling Salesman: That was an umbrella I bought.—*Philadelphia Bulletin.*

FOR crude drug grinding manufacturing chemists, drug and pharmaceutical houses, and manufacturers of proprietary medicines use Mead Mills. The mills are simple in construction, have large capacities, are very durable, and require less power than any other machine of similar capacity.

An illustrated catalogue showing which Mead mill is suited to your requirements can be obtained from Mead & Co., 20th St. and M. C. R. R., Detroit, Mich.

POST CARDS–XMAS 1915–POST CARDS

Style No. 3696

The Best Designs
from
The Best Three Factories in the United States

There are always at least 50 designs. On early orders there will be 70 designs.
Cardboard of standard quality.
Color combination by skilled Lithographers.
Designs by the highest paid Artists.

Grasp the offer and send the order.

100 Assorted for 50 cents
500 " " $2.00
1000 " " 3.50
F. O. B. New York

Our new Toy Catalogue is ready for mailing. We have an attractive Local View Card offer for 1916. Ask about it.

THE AMERICAN NEWS COMPANY,

Toy and Post Card Department. **No. 9 to 15 Park Place, NEW YORK CITY.**

Six Books, each one intended to help you make more money, are described in the ad of the Spatula Publishing Co., 2 Sudbury Building, Boston, Mass., which appears elsewhere in this issue.

It will be well worth your time to look up the ad. Right now is a good time to do it.

Anna: Since you've been in love, you seem to have a faraway expression in your eyes.

Amy: There's a reason, dear, Charlie always kisses me when I'm not looking.—*Judge.*

Dip in the ink—twist the button—it's filled.

That's why the A. A. Waterman fountain pen, "the pen with the magic button," appeals to the writer who wants a pen that is always ready for use, and why so many druggists are finding that it pays to push the "A. A." pen.

All "A. A." pens are guaranteed and in each assortment there is at least one pen to suit even the most particular customer. Attractive display cases and advertising matter help to make easy sales. Liberal discounts to dealers make the line a profitable one to push.

Your local jobber or Arthur A. Waterman & Co., 22 Thames St., New York City, will quote you prices. Ask for them before the holiday season if you want a big Christmas trade this year.

"Pa, what is repartee?"

"Oh, merely an insult with its dress suit on, my son."—*Puck.*

Educational campaigns carried on by newspapers and magazines have done much to familiarize the people with the necessity for applying scientific principles to the selection of proper foods. The campaigns have impressed upon housewives the value of olive oil as a nutritive agent, particularly during the cold winter season.

You can make capital of these educational campaigns by featuring a high-grade oil—such as McIlvaine's finest cream Lucca olive oil.

McIlvaine Brothers, 1500 Hamilton St., Philadelphia, Pa., offers the exclusive agency for their product to one druggist in each locality. Letters and convincing advertising matter are sent direct to customers, and the concern coöperates in every way to help create a demand for the oil.

If you want to make your olive oil trade what it should be in the way of profits and sales, write to-day for the exclusive agency proposition.

Old Lady: "So you don't like 'er?"

Younger Lady: "Like 'er? If I'd knowed music I'd 'ave wrote a ymn of 'ate about 'er long ago."—*London Tatler.*

Free Goods

Special Offer With

HINDS HONEY AND ALMOND CREAM

Positively Expires Dec. 31, 1915

Details Ready for Mailing Nov. 5 Write at Once

A. S. HINDS

18, 20, 22 WEST ST. PORTLAND, MAINE

"What can be worse," he asked, "than taking a kiss without asking for it?"

"I don't know," said the girl, "unless it is asking for a kiss without taking it."—*Ladies' Home Journal.*

Essential Oils, vanilla beans, all kinds of filter paper for all purposes—do you need any of them?

If you do, ask J. Manheimer, 28 Gold St., New York City, to quote you prices.

"Don't any of your friends come to see you on visiting days?" asked the kindly old lady.

"No'm," responded No. 777,444; "they're all here wit' me."—*Buffalo Express.*

If You Drive a Ford.—Reduced evaporation, efficiency of motor and luxury of appearance are some of the advantages which are claimed for the National Zig-Zag Radiator and streamline hood for Ford cars manufactured by the National Can Company of Detroit, Michigan.

In the radiator the water cells run in zig-zag columns to retard the flow for maximum cooling efficiency. A semi-pointed front adds to the length of the car and enhances the streamline effect. Before leaving the factory each radiator is severely tested with compressed air under water in order that possible damage from unfavorable roads may be reduced to a minimum.

The National Zig-Zag radiator is easily installed on any old or new Ford Car. The price, including radiator, streamline hood, hood ledge, and special crank, is $45. If your local dealer cannot supply you write direct to the company for an illustrated circular and instructions for installation.

A Western newspaper man visited Washington recently and told the following story on former Representative Amos J. Cummings, of New York, who was once city editor of the *Sun*. One Saturday night it was announced that all the saloons were to be closed next day.

Cummings called his star reporter, Murray.

"Tom," he said, "go out to-morrow and find out if the saloons are selling liquor."

It was Thursday when Tom again appeared at the city desk.

"They were," he reported.—*In Success.*

Neat in appearance, simple in construction, and absolutely leak-proof—the plug sprinkler manufactured by A. H. Wirz, Chester, Pa.

If you are in the market for plug sprinklers, collapsible tubes, metal syringes, suppository molds, hand pill machines or tin spouts ask the Wirz company for samples, price and catalogue.

Kwik-lite
THE QUALITY FLASHLIGHT
DESIGNED WITH SKILL
BUILT BY EXPERTS
It is the line with character—just what you need to build up your business.
Kwik-lite products are distinct in design and finish, with many new and improved features.
Skilled workmen make all Kwik-lites in our own factory. Every Lamp is a Mazda of great strength and brilliancy. Every Case, every Battery, bears the quality
trade mark Kwiklite and carries
the guarantee of a responsible concern, hence, thorough satisfaction to your customers and increased business for you.
Our prices are right. Your profit liberal.
It will pay you to send for our thirty-two page catalog describing sixty-five different styles and finishes of Cases, together with a complete line of Batteries and Flashlight Lamps.
The Usona Manufacturing Co., Inc.
One Hudson Street New York City
315 S. St. Clair Street Toledo, Ohio

"GERTRUDE," asked the teacher, "what were the causes of the Revolutionary War?"

"It had something to do with automobiles, but I did not understand just what," replied Gertrude.

"Oh, no" said the teacher. "That was before the day of automobiles."

"Well, it said it was on account of unjust taxis," said Gertrude firmly.—*Harper's Magazine.*

"EVERYTHING IN ALUMINUM."—This is the statement of the Aluminum Goods Mfg. Co., of Manitowoc, Wis., which concern claims to manufacture the largest and most complete line of aluminum ware in the world.

The aluminum hot water bottle illustrated herewith is only one item of the extensive line. Besides manufacturing a complete line of cooking utensils, household articles, druggists' sundries, etc., the company makes all kinds of aluminum specialties, such as boxes, screw caps, and tubes. A great many sizes and styles are carried in stock, but if these do not meet the requirements special ones are made up to comply with the customers' individual needs.

Aluminum is preëminently adapted for many purposes, as it is sanitary, non-corrosive and highly attractive. In comparison with opal and glass jars, aluminum boxes are very light in weight, and where such goods are sent out by mail the postage expense is greatly reduced.

The company will be glad to send you a copy of its specialty catalogue if you ask for one. The 1916 issue of the general catalogue is now in the hands of the lithographers and will be ready for distribution about November 1. Such articles as aluminum combs, shaving mugs, soda glass holders, collapsible cups, eye-glass cases, alcohol boilers, eye cups, etc., are listed therein, and it will be to the advantage of all wholesale druggists to write for a copy.

"Now, this typewriter is equipped with all the summer attachments."

"Summer attachments?"

"A small mirror, a miniature clock and a thermometer; everything a girl has to consult frequently."—*Louisville Courier-Journal.*

THE SANITARY "DUMORE"

The Electrically Driven Drink Mixer.

The Dumore

advertises your store.

The Dumore

attracts your customers. There are no springs to rust or weaken. There can be no shocks, every part being thoroughly insulated; standardized and interchangeable. It is started or stopped at any point, and the mixing rod and agitator can be detached instantly.

The Dumore

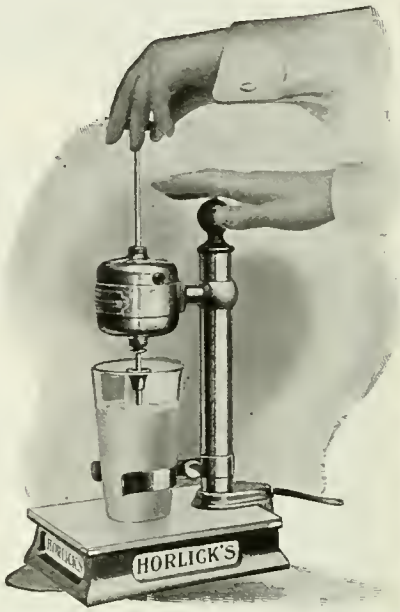
has few parts and they will not get out of order.

The Dumore

is fully guaranteed.

Its base is illuminated.

AN OBJECT LESSON IN SPEEDY AND CLEANLY MIXING.



Wisconsin Electric Co., Racine, Wisconsin.

UNIFORMITY in height, weight, and capacity is an essential factor of the bottles used in your prescription department.

Machine-made bottles, both narrow and wide mouth, manufactured by the celebrated "Owens" process possess such uniformity.

The Whitney Glass Works, Glassboro, New Jersey, produces bottles by the "Owens" process. Why not write for prices to-day?

Two students walking together on the campus.
First spoke to a co-ed.
Second: Who was that?
First: Ida.
Second: Ida who?
First: Ida know.—*San Francisco Examiner.*

OF equal importance with the quality of the goods is the quality of the containers used to hold your special preparations. Upon it, to a great extent, depends the impression received by your customers.

American Cans are good containers. They give satisfaction by eliminating all danger of possible fault. They are a necessity, not a convenience.

If you are not already using them let the American Can Company explain their merits. The company has offices in New York, Chicago, San Francisco and all principal cities.

STRANGER: This village boasts of a choral society, doesn't it?"

Resident: No; we just endure it with resignation.—*Philadelphia Inquirer.*

ARE YOU MAKING ENOUGH MONEY?—Probably eight druggists out of ten fail to make their business yield them all it should in the way of net profits. Very often they have no idea at all what they are actually making, and they would be astonished beyond measure if they could get at the real facts.

A new book has just been written by the editor of the BULLETIN OF PHARMACY which every druggist ought to have. It is entitled "The Druggist and His Profits," and it gets right down to brass tacks and discusses this subject in the most practical manner.

This volume is worth several hundred dollars a year to every live druggist. It will give him a thousand tips about the conduct of his business, and will help him to make better profits all along the line.

Send for a copy to-day—$1.00 post-paid. Order of E. G. Swift, P. O. Box 484, Detroit, Mich.

THE PUPIL: I want to model myself after one of the great operatic singers. Which shall I follow?

The Teacher: Oh—Nilsson or Patti.

The Pupil: But they've both retired.

The Teacher: I know it. Imitate 'em.—*Cleveland Leader.*

Pure Cotton-Made in the "Sunny South."

"SALCO"

ABSORBENT COTTON

Druggists, Physicians, Hospitals and Families all use "SALCO"

Knowing it to be the finest absorbent cotton. Made from pure cotton just from the snow-white fields of the "Sunny South." Put up under special process in the most attractive sanitary package to be had.

Samples upon request.

Manufactured by SOUTHERN ASEPTIC LABORATORIES, Incorporated

COLUMBIA, S. C., U. S. A.

YOU can offer Pinex on the "complete satisfaction or money back" plan without danger of being out of pocket.

The Pinex Company, of Fort Wayne, Indiana, stands behind you and refunds you the full retail price in the exceptional instances where the customer asks for the return of his purchase price.

Pinex sells particularly fast during the winter season, so if your supply is low replenish it from your jobber.

FIRST M.D.: Greatman has appendicitis.

Second M.D.: Any complications?

First M.D.: Yes, one member of the family is a Christian Scientist.

WOULD you investigate, at no cost to yourself, a sales-making, trade-increasing plan that has put hundreds of dollars into the cash-drawers of successful merchants?

Yes? Then write to the Brenard Mfg. Co., Iowa City, Iowa, for its cash-getting scheme, the exclusive use of which you can obtain for your vicinity. A postal card, mentioning the BULLETIN OF PHARMACY, will bring full particulars.

MAUD: "Were her actions precipitous?"

Beatrix: "Yes, she put up a great bluff."—*Life.*

THE tides run swiftly out in the Bay of Fundy.

A summer urchin, witnessing the phenomenon for the first time, yelled shrilly: "Ma, look quick! Some one has pulled the plug out of the ocean."—*Washington Herald.*

ISN'T it worth one dollar a month to you to go ahead of your competitors and secure the most desirable trade in your community? If it is, hunt up and mail the coupon attached to the ad of the Manning Advertising Service, of St. Louis, Mo., which appears on another page of this issue.

For only one dollar a month you are supplied with trade-provoking copy for newspaper ads, booklets, circulars, circular letters, letters to physicians, folders, mailing cards, counter slips, signs, parcel post ads, own remedy ads, illustrated window displays, and picture-slide advertising.

The Manning service is restricted to one dealer in a locality, so it is for your interest to clip the coupon now.

THE FITTEEN-YEAR-OLD: What's an "old bachelor," Madge?

The Sixteen-Year-Old: It's a person that thinks he has a perfect right to kiss you because he happens to have a speaking acquaintance with some of your relatives.—*Life.*

Are You Going Before the State Board?

You are perhaps a clerk anxious to pass the board-of-pharmacy examination in your State and get your registration papers.

Very well, then, you need a copy of our book—"Board Questions Answered." **Complete sets of examination questions asked by the leading boards of pharmacy are printed in full, and all of these questions are answered carefully.**

In the first place, this book will enable you to know what sort of questions the boards ask, so that you can prepare yourself accordingly.

In the second place, it will also provide you with an excellent opportunity of freshening up—reviewing your studies—recalling to memory many things which have been forgotten.

The book will be found of very great service indeed. Every one of the examination papers is given in complete form, and the answers have been carefully written and compiled by a man who took a four years' course in one of our leading schools of pharmacy, and who is abundantly qualified for this and other reasons to do the work justice.

The book costs $1.50 post-paid.

E. G. SWIFT, Publisher, - - - Detroit, Mich.

Made by workmen who are specialists in their line, Bryan all-glass show cases are mechanically perfect. They have no metal corners or metal fasteners to cause breakage. With them contraction of the glass is impossible. They are dust-, moisture-, and shock-proof —almost fool-proof.

If you need additional equipment or are contemplating the installation of new cases why not confer with the Bryan Show Case Co.? The address is Bryan, Ohio.

"What do you think of my graduation essay?" asked the young man.

"Fine!" replied his father. "Only I'm afraid a lot of people are going to be bashful about offering plain wages to a man whose intellect is so much above the average."—*Washington Star.*

To refresh the memory of students who have taken an adequate course in pharmacy and to give them an idea of the type and character of questions asked by the different boards of pharmacy is the purpose of "Board Questions Answered."

This book contains the complete examinations given by ten different State Boards together with comprehensive answers to the questions. It is published by E. G. Swift, P. O. Box 484, Detroit, Mich., and will be sent, post-paid, to any address upon receipt of $1.50.

"Yes, that's old Brewster. Half a dozen doctors have given him up at various times during his life."

"What was the matter with him?"

"He wouldn't pay his bills."—*London Mail.*

Prescription Bottles that Make for Efficiency.—Prescriptions waiting to be filled and no clean bottles in which to put them—how often does that happen in your store?

You can get away completely from that drawback to compounding efficiency if you use machine-made prescription bottles in the "Goodskill" package.

"Goodskill" bottles come already washed and sterilized, and if you want them corked you can get them that way. The boxes are of double-face corrugated reshipping jute with an individual cell for each bottle so that the requirements of railroad companies for shipping cases are fully complied with and breakage is reduced to a minimum.

The packages are small. Instead of five gross of one-ounce bottles, each package contains only one gross; instead of three gross of two-ounce, one gross, and so on through the sizes. You don't have to load up with a large quantity of undesirable sizes and you only have a small quantity open at one time.

Don't washed and sterilized bottles in economical containers appeal to you? Then write to the Skillen-Goodin Glass Co., Yorktown (suburb of Muncie), Indiana, for prices and further particulars.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

"WHAT is the difference between a philosopher and an optomist?"

"Well, a philosopher takes things as they come, while an optomist, if they come with the dark side uppermost, turns them over."—*Boston Transcript.*

DRUGGISTS everywhere are finding that it pays to recommend Ex-Lax, the sweet chocolate laxative. Customers are satisfied and come back for more.

Ex-Lax is supplied in 10, 25 and 50 cent boxes by the Ex-Lax Manufacturing Co., 29-31 DeKalb Avenue, Brooklyn, N. Y.

BRIGGS: Say, can you lend me five or ten——

Braggs: No——

Briggs: ——minutes? I think I can show you how to make some money.

Braggs: ——trouble at all. You can have twenty if you want.—*Stanford Chaparral.*

ALTHOUGH war conditions are skyrocketing prices on many commodities, the Hoffman-LaRoche Chemical Works, of New York City, announces that there is no increase on the prices of "Roche" specialties.

Digaien, Pantopon, Sedebrol, Thiocol and Larosan "Roche" are available at the same prices that were in effect before the war started.

FATHER and son went for a stroll one day. As they passed a vender of ice cream the boy turned to his father and said, longingly:

"I vish you'd puy me some ice cream, fader; I do feel warm."

His father gazed at him for a few seconds in mild surprise and then exclaimed:

"No, no, Ikey, my poy; but I'll tell you vot I'll do. I'll tell you some ghost stories vot'll make your blood run cold."—*Chicago News.*

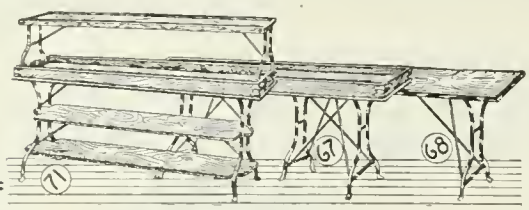
ARE you thinking of buying a new soda fountain?

The American Soda Fountain Company advertises a little booklet which asks and answers more than forty questions pertinent to the proposition. We understand that the matter is written in an interesting manner and every argument is direct to the point.

The booklet is free for those who are interested in the purchase of a soda fountain equipment. Asking for it does not obligate one to place his order with the company. That is left to the buyer's judgment. The only endeavor has been to show why the "American" is best.

The booklet is tiny—small enough to put in your vest pocket so that it can be read at odd times.

Read the advertisement of the American Soda Fountain Company on another page of this issue and then write for a copy, mentioning the BULLETIN OF PHARMACY.



Tables for Xmas Goods

YOU are sure to need extra display space for your holiday merchandise, and *now* is the time to prepare. YESBERA Aisle Tables are ideal for this purpose. They are low priced—easy to handle—can be packed away when not needed—and last for years. Made in many styles and sizes. Shipped knocked-down to take a low freight rate. We carry a big stock, and can make *immediate shipments.* If you need extra tables send for our catalogue at once.

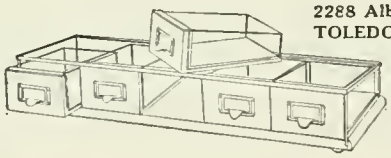
YESBERA
TOLEDO

New Tooth Brush Case

THIS *new* YESBERA case is making a "hit." It is a handsome, five-compartment case, but sells at an exceptionally low price because it is made out of small pieces of glass that would otherwise be wasted and because we make these cases hundreds at a time. Can also be used for nail files, and other small articles. Let us send you full particulars, and surprise you with the price.

THE YESBERA MFG. CO.

2288 Albion St.
TOLEDO, OHIO.



Back view of new Yesbera tooth brush case.

COUPON

THE YESBERA MFG. CO.,
2288 Albion St., Toledo, Ohio:

Kindly send us, without obligations, printed matter on the items checked.

- ☐ Aisle Tables
- ☐ Display Soda Tables
- ☐ Tooth Brush Cases
- ☐ Metal Furniture
- ☐ Show Cases

Name .....

Address .....

"HELLO, old man!" exclaimed one man on meeting a friend on shipboard. "How are you?"

"First class," said the one accosted. "And how are you?"

"Steerage."—*Ocean Ripples.*

HERE'S YOUR CHANCE!—The accompanying photographic reproduction shows the interior of the attractive store of F. Hibbard, at Rockland, Michigan. Mr. Hibbard is a helpless cripple and is most desirous of

obtaining the services of an active young clerk who anticipates going into business for himself. Rockland is an enterprising town, and Mr. Hibbard offers an excellent opportunity to a pharmacist who wishes to secure a business of his own on easy terms.

A WOMAN living in an aristocratic section two miles from her grocer, 'phoned him as follows: "Hello, this is Mrs. Blank. Please charge and send 10 cents worth of animal crackers and pick out the elephants as baby is afraid of them."—*Whooperup.*

FROM the House of Mennen comes the announcement that Mennen's bath powder is now obtainable in a 25-cent size. The new size package of this old-time favorite product is attractive in appearance, of convenient size and shape, and sells at a popular price.

Because of these advantages, quick turnovers, and consequently more profits, result. The package bears the Mennen trade-mark, which, of itself, is a decided selling factor.

Full particulars of the special bath powder proposition will be sent if you address your request to the House of Mennen, Bath Powder Division, Newark, N. J., and mention the BULLETIN OF PHARMACY.

IF YOU OWN AN AUTOMOBILE.—The number of automobiles in this country has now passed the two million mark, which indicates a tire output of about twelve million for this year. Figured at sixteen dollars each, which is a conservative average, a value of $192,000,000 will represent the year's output.

Statistics compiled by the Experimental Department of The Goodyear Tire and Rubber Co. show that

thirty per cent of this enormous sum is being squandered by ill-advised loading of tires. In other words, $57,600,000 will be wasted this year through failure to observe proper precaution in the matter of loading tires.

P. W. Litchfield, factory manager of the Goodyear Co., in a paper presented before the Society of Automobile Engineers, suggested a remedy for this waste by the adoption of a sliding scale of carrying capacities and inflation pressures. This is essentially the adaptation of the air-pressure to the load imposed on the tires.

"Long experience has shown that these loads and air-pressures are the most satisfactory combination for maximum service and effective cushioning," says Mr. Litchfield. "The quantities of comfort and easy riding must be recognized as vital points, equally as important as tire durability. Why are pneumatic tires used at all if not for easy riding qualities?

"The degree to which a tire is flattened against the ground varies with the load. For every given tire load there is a definite percentage of tire deflection which bears a direct relation to the inflation pressure. Obviously, then, a scale of relative carrying capacities and inflation pressures, if properly observed, will tend to eliminate the enormous waste now caused by haphazard methods of loading and inflating.

"The load properly assigned to a tire should be the actual load on the tire with the car fully loaded. The actual load on each tire can be ascertained by weighing first the front of the fully loaded car, then the rear, dividing each figure by two to get the load per tire. It can then be inflated to the proper pressure for that particular weight as indicated by the scale of carrying capacities and inflation pressures. A certain tolerance in pressure should be allowed for leakage, but before the pressure drops twenty per cent the tire should be pumped up again.

"Realizing, of course, that every consumer has a right to his own ideas as to what constitutes good service, and that no practical inflation schedule will cover all possible conditions of service, the following schedule is offered and recommended as a guide under normal conditions:

GROSS CARRYING CAPACITY, POUNDS PER TIRE, INCLUDING PASSENGERS AND COMPLETE EQUIPMENT.

Inf. Press.	Tire section diameter.						
	3 in.	3½ in.	4 in.	4½ in.	5 in.	5½ in.	6 in.
30 —	250						
35	290	360					
40	335	410	500				
45	375	460	560	675			
50	415	515	625	750	875	1000	1140
55	460	565	690	825	960	1100	1255
60	500	615	750	900	1050	1200	1370
65		670	815	975	1135	1300	1480
70		720	875	1050	1225	1400	1595
75			940	1125	1310	1500	1710
80			1000	1200	1400	1600	1925
85				1275	1485	1700	1940
90				1350	1570	1800	2050
95					1660	1900	2165
100						2000	2280

"Is THIS piano yours?"

"Oh, about an octave of it."—*Boston Transcript.*

Have We Heard from You?

EVERY day brings more inquiries from druggists everywhere about our superior label system. The number who from inquiries have become steady users is fast reaching the eleven thousand mark.

A money saving, better labels, a freedom from disorderly label drawers, spoiled or lost labels—these are some of the advantages responsible for the widespread interest in and adoption of the

McCourt Label Cabinet
with
McCourt Gummed Roll Labels

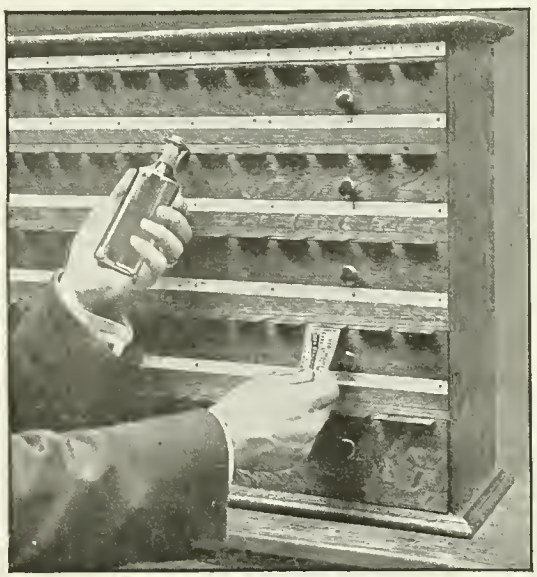
Isn't it time you found out for yourself about the Labels and the Cabinet so popular and so successful to-day with so many progressive druggists in every section and climate? Doesn't the possible saving appeal to your pocketbook? Doesn't the idea of the cabinet sound like an improvement you can no longer afford to overlook?

Let Us Send You Our Two Free Books and Samples.

These books with the labels give you full information—illustrations of cabinet and prices of labels.

By enclosing 15c in stamps (to cover postage and handling) with your firm name, you can get 500 labels for your use, printed in two colors and enclosed in handy cardboard case. Write to-day to

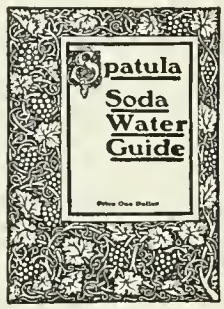
McCourt Label Cabinet Co.
47 Bennett Street, Bradford, Pa.



Our convenient and money-saving pill and powder box service, open to all McCourt customers, has been often and highly complimented. Do you desire the details?

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially *for subscribers of the SPATULA.* It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for *a new subscription to the SPATULA and will ask for it,* we will send one of these pins with our compliments.



THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

☞Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

EDISON AND THE ELECTRIC INCANDESCENT LAMP.—Edison Day, October 21, commemorated the thirty-sixth anniversary of the electric incandescent lamp and honored its master inventor, Thomas Alva Edison.

On December 21, 1879, just two months to a day after Mr. Edison first successfully made a carbon filament glow in a glass bulb from which the air had been

Thomas A. Edison as he looked about the time he invented the electric incandescent lamp.

exhausted, when a current of electricity was run through the filament, the *New York Sunday Herald* announced the details of the great invention with headlines: "Edison's Lamp—The Great Inventor's Triumph in Electric Illumination—It Makes a Light, Without Gas or Flame, Cheaper Than Oil."

This was even before Edison had determined upon

The first Edison electric incandescent lamp.

and chosen carbonized bamboo, the only substance used for about ten years in making filaments for commercial lamps, which was followed by the "squirted" filament employing carbonized cellulose, next by the metallized

carbon filament, the pressed tungsten filament, and finally the special form of drawn tungsten wire used in modern Edison Mazda Lamps.

Mr. Edison paved the way to original investigation in the lighting field, and this work is being carried on in the research laboratories of the General Electric Company, of Schenectady, N. Y., by what is probably the greatest corps of lighting experts and scientists in the world.

The technical skill employed to improve constantly electric lamps and lighting embraces every phase of associated invention, design, and manufacture. Practically every branch of science and engineering is represented in this work of experimentation, testing, and development.

The effectiveness of such extensive investigation is best secured through coördinated effort. What is known as Mazda Service has therefore been established, the results of which are concretely embodied in each Mazda lamp.

THE BOOST OF THE BOSS'S SMILE.

There is no sense in arguing—
You know it as well as I,
That the day turns out as the day begins,
No matter how hard you try;

And to the fellow a-strugglin'
And a-tryin' to *earn* his pile,
It makes a heap o' difference
If the day starts out with a smile!

It's the small things of Life that matter
(For the big ones you have a brace),
But a man gets a new kind o' courage
From the smile on his boss's face.

And somehow, the day's sort o' brightened
And the tasks seem more worth while,
If the weight of his labor's lightened
By the lift and the cheer of a smile.

And so I say it once over—
It helps a fellow to win,
For Cheer was always contagious—
Joy being born a twin.

And somehow Life's paths seem pleasanter
And sweetened for many a mile,
If from the grace of the boss's place
You're greeted, each day, with a smile!

J. C. H.

A HOLIDAY SALES OPPORTUNITY.—To further promote the holiday sales of Ansco cameras and supplies, the Ansco Company, of Binghamton, N. Y., furnishes dealers with a handsome window display cut-out, lithographed in colors, similar to the one illustrated on the back cover of this issue.

Such a display in your window will mean easy sales of profitable articles when the Christmas rush begins. Ansco cameras sell all the year round, but the demand for them is particularly brisk during the holidays. They make gift articles that are appreciated by every one.

Mail the postal card on the back cover to-day. It will bring complete details of the Ansco dealers' proposition that enables you to install an easy-to-sell, profitable side-line at a comparatively small investment.

POLITICIAN: Why should I lend you $5?
Stranger: Well, I have voted for you five times.
Politician: At what election?—*Washington Post.*

This Beautiful Oliver on Free Trial.

$4 a Month if You Keep It.

Simply send us the coupon below and we will place in your home or office this beautiful modern typewriter, the Oliver No. 5. Examine it, test it, use it a few days. Try the Oliver free, before you pay us a cent. If you decide to keep it, take a year to pay. Remit as low as $4 per month. If you decide not to keep it, send it back at our expense.

Now $56 Instead of $100.

The catalog price of the No. 5 Oliver is $100.00. Yet we save you, because of our simple way of selling, $44.00!

We get these Olivers fresh from the factory in large quantities. Then we have cut the selling cost tremendously. We have no salesmen, no commissions, no branch houses. All this extra saving is yours.

Guaranteed for Life.

Did you ever see a more beautiful typewriter? It is easiest to operate and wonderfully durable. It has visible writing; U-shaped type bar, making possible lightest touch known; built-in tabulator, back spacer, marginal release, universal keyboard with six extra characters. Each machine full standard size, complete with every accessory.

Judge this Oliver yourself. Remember, we let you try it free. Send the coupon for it. Send it now, else you may forget it.

TYPEWRITERS DISTRIBUTING SYNDICATE

1510-55J Wabash Ave., Chicago

Typewriters Distributing Syndicate Date.....
1S10-55J Wabash Ave., Chicago

Gentlemen: Ship me an Oliver Typewriter No. 5 for examination. If satisfactory, I agree to remit $4.00 after five days from date I receive the machine, as full payment for one month's rental, and $4.00 each month thereafter as rental for the use of the typewriter. When I have paid you $56 in this manner the typewriter is to become mine. Until then the title to remain in you. Otherwise I will return typewriter to you at your expense.

Name.....

Address..... (221)

Clear the Track For a Busy Year

Be Prepared for the Demand

Lay in an *ample* stock of the *best* remedies. Abbott's preparations (signalled above) are the best in every respect—highest quality and efficiency, largest demand, biggest percentage of profit. They are the ones that will be called for the most, and that you will make the biggest money on, IF YOU HAVE THEM IN STOCK.

"There is a tide in the affairs of men"—you know the rest. This is the tide. Take it at its flood.

Your Jobber is Stocked.

THE ABBOTT LABORATORIES

[THE ABBOTT ALKALOIDAL CO.]

Ravenswood, CHICAGO.

NEW SIZE

ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

DANGER!

Of what? Danger of losing business, if not of losing lives, through your unpreparedness, if you fail to stock yourself with CALCIDIN for the needs of the winter, when bronchitis and croup and grip are rife. You know these needs in advance; forestall them.

If Russian factories had furnished their armies with munitions, there would have been a different story in Galicia. If you fail to furnish CALCIDIN whenever and wherever it is needed, the doctors in your locality will go elsewhere for it, for CALCIDIN THEY MUST AND WILL HAVE. The health and the lives of their patients depend upon it.

Stock Up with Calcidin NOW

Anticipate the demand. Make sure of your profits. Insure against loss.

THE ABBOTT LABORATORIES

[THE ABBOTT ALKALOIDAL CO.]

Ravenswood, CHICAGO

A COUNTRY editor visiting a delinquent subscriber who lay dying, asked him about his hopes for the future.

"It looks bright," said the dying man.

"Yes; you will soon see the flames," replied the editor.—*C. R. D. A. News.*

EACH YEAR, during the holiday season, hundreds of druggists present their physician customers with some token of their appreciation.

For this purpose Geo. Seelman & Sons Co., Milwaukee, Wis., offers a prescription case that admirably meets the requirements of an inexpensive gift article that will be the source of much permanent and direct advertising.

The prescription case is made from genuine seal grain leather and is attractive in appearance. The price is $1.00—less 40 per cent discount to druggists. Your card in gold will be added for 25 cents additional and the doctor's name for 10 cents.

If you order to-day you can get the cases in plenty of time for Christmas. Special prices are offered on quantity purchases.

CURATE: I am glad to hear your husband is showing so much improvement, Mrs. Stiggins.

Hopeful Wife: Oh, yes, sir, thank you, 'e's so much better! Why, 'e don't say 'is prayers no more of a night now!—*Passing Show.*

Prescribed by the Medical Profession for 35 years.

BENGER'S

Reg. U.S. Pat. Off.

Food.

For Infants, Invalids, and Aged Persons.

¶ The only food containing the natural principles of self-digestion.

¶ *Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.*

Druggists' sample, with literature, mailed free. Showcards and advertising material on application to

BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

80 U.S.

"Amen!" You'll Say

If you do as Druggist Tidball did. He writes:

KONDON MANUFACTURING CO.

Dear Sir:—I had the free samples distributed this forenoon. We put the window display in also this forenoon, announcing

KONDON'S CATARRHAL JELLY

At this writing, 9 P. M., we have sold seven of the 25c size and one of the 50c size. It surely pays to advertise.

Sincerely yours,
J. P. TIDBALL,
Brookings, S. D.

GET THESE FREE—FOR YOUR TILL'S SAKE:

Without charge to you, a post-card request will bring you these samples, display, etc. ALSO ask how you can save 8 per cent on $6 worth of stock.

KONDON MFG. CO., - MINNEAPOLIS, MINN.

As a money-making "leader" in their hair brush department many druggists are featuring the Emerson pneumatic hair brush.

It is recommended by physicians because it cools the head, creates a healthy scalp, and can be kept in a sanitary condition.

For samples and price-list write to H. P. Emerson & Co., 33 Kingston St., Boston, Mass., and mention the BULLETIN OF PHARMACY.

"THAT's awful pitching."

"What's the matter, my dear?"

"That's the second man he's given a pass to first this inning."

"I don't see why you should complain, George. That's the way you came in to see the game."—*Milwaukee Sentinel.*

WHEN you can get distilled water for two cents a gallon, can you afford to be without it?

Two cents a gallon is all that it costs to produce distilled water of U. S. P. purity by means of the Stokes Automatic Water Still. The still itself, ready for use, costs but $18.

Let the F. J. Stokes Machine Co., Philadelphia, Pa., tell you about it. A postal card will get the information for you.

You Cannot Lose a Cent

This old, strong company, which never quibbles nor side-steps, puts the most positive kind of a guaranty

on Pinex

"Complete satisfaction or money back" goes with every package, and we stand behind you for the full retail price. No lost profits. Pinex sales increase steadily year by year. It's as staple as cotton, wheat, or sugar.

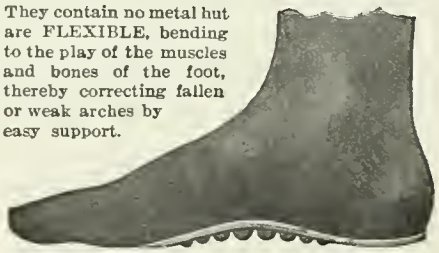
The Pinex Company,

Ft. Wayne, Ind.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

Every Druggist Should Sell and Recommend

EX-LAX

The Sweet Chocolate Laxative

Because every box of EX-LAX sold on his recommendation brings back to his store a satisfied customer.

10c, 25c and 50c Boxes

Ex-Lax Manufacturing Co.

29-31 DeKalb Avenue - Brooklyn, N. Y.

Chicago Office: 2245 Iowa Street
San Francisco Office: 1119 Fillmore Street

What the Medical Profession Endorses Your Customers will Buy.

Probably no scientist in the world has so aroused the interest and won the confidence of the general public as Prof. Metchnikoff. The ingredients contained in

INTESTI-FERMIN

are the result of ten years of research into the causes and preventives of premature old age. Unqualified assurance is given that INTESTI-FERMIN will benefit whoever uses it.

The people believe this message, as contained in our advertisements of INTESTI-FERMIN. It will pay you to stock it at once. Send for samples and literature.

THE BERLIN LABORATORY, Ltd.,

373 4th Ave., NEW YORK.

WINNER of the highest awards and gold medals, from Paris in 1900 to the first grand prize at the Panama Pacific International Exposition in 1915.

That, in brief, is the history of Underwood typewriter achievement—that is one of the reasons why the makers say the Underwood is "the machine you will eventually buy."

The Underwood will write your labels, do your bill and charge work and type your correspondence. Let the Underwood Company, Underwood Building, New York City, tell you more about it.

"YOU look awfully tired, young man," said the benevolent looking woman to the young man with the books under his arm.

"Yes, ma'am," replied the student, "I'm studying for a doctor."

"It's a shame. Why don't you let the doctor study for himself?"—*Medical Gazette.*

FOR your prescription and manufacturing department—a machine that will grind ointments of various kinds into a smooth paste or mass and do it quickly and thoroughly.

Ask the J. H. Day Co., Cincinnati, Ohio, for prices and descriptions of its one, two and four quart sizes of ointment mills for hand or power.

MAKE FOUNTAIN PEN PROFITS WITH The Pen with the Magic Button

Simple
Satisfactory
Material and Workmanship
absolutely guaranteed.

THE A. A. FOUNTAIN PEN
always ready for service.

DIP IN THE INK—TWIST THE BUTTON—IT'S FILLED.

There is at least one pen point to suit every customer in each of our assortments of self-fillers, lower end joint, middle joint, and safety fountain pens.

Attractive display cases free. Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
22 Thames Street, - New York City

Not Connected with The L. E. Waterman Company

Save 80 cents on the Dollar
Make Your Own

Milk of Magnesia

You compound your own prescriptions to make more profits: why not your own Milk of Magnesia? You can do it easily and quickly with

MATTISON'S "MAGMA"
MAGNESIA (CALCINED)

at a cost of less than five (5) cents a pint. Stop paying fancy prices for the prepared—make your own and put the extra profit in your own pocket. Mattison's Magma comes up to U. S. P. standards. It becomes "colloidal" on the addition of water.

Order it of your Jobber

NOW and reap these extra profits. Let your M. D. patrons know you have it; that's a quick and sure outlet. Send us your jobber's name and 10 cents for a trial package of one troy ounce.

KEASBEY & MATTISON COMPANY, AMBLER, PA.
Largest Manufacturers of Magnesia in the World.

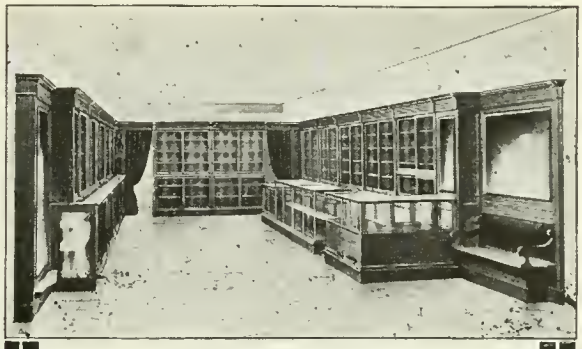
THE THREE-VOLT KWIK-LITE BATTERY FOR LANTERNS.—All dealers who sell battery lanterns will be interested in the latest development in this field: a new *three-volt, high-efficiency battery* just perfected by The Usona Manufacturing Co., of New York and Toledo.

This is for use in all lanterns designed to employ the standard number 6 dry battery. The new battery has the same outside dimensions as the regular number 6, but has twice the length of life and will give twice the amount of light that is possible to obtain from a number 6 battery.

This new battery, called number 66 (double six), should find a very large sale, as thousands of users will welcome it because it doubles the usefulness of the lantern both as to brilliancy of light and length of burning hours.

The Usona Company has opened a new branch office and warehouse in the Wells-Fargo Building, San Francisco, Cal. A complete stock of Kwik-Lite cases, batteries, and lamps will be carried at this branch, so that prompt service may be given the Pacific coast States. The San Francisco office is the fourth to be opened since last February, the other three being in New York City, Toledo, Ohio, and Windsor, Canada.

LADY (to salesman, who has unrolled all the linoleum): Thank you so much; my little boy has quite enjoyed it. I'll bring him to-morrow to see the carpets.—*London Opinion.*



Solves All Fixture Problems

NO matter how large, how small or what shape your drug store is, "Victor" and "Olympic" Sectional Drug Outfits will solve the fixture problem for you quickly, satisfactorily and at a positive saving of from 10% to 20% less than a similar outfit would cost if made to order.

"Victor" and "Olympic" outfits are always in stock, in Golden Oak, for immediate shipping *through your jobber*. Material and workmanship are of the highest Benderscheid standard.

Write your favorite drug jobber for our 80-page, illustrated catalog No. 14. It contains specifications and all particulars.

BENDERSCHEID MFG. CO.
The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.
2800-2826 No. 9th St., St. Louis, Mo.

PRAT-DUMAS FRENCH FILTERING PAPER

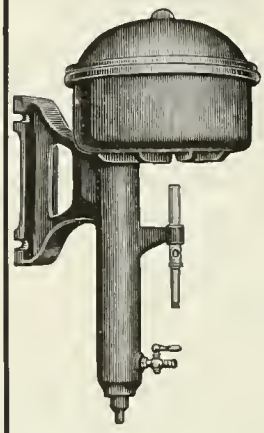
We are the sole agents for U.S.A. for this famous brand, and you can be sure of obtaining the original-genuine by looking for our blue guarantee stamp.

SOLE AGENTS
E. FOUGERA & CO. INC.
90 BEEKMAN ST. NEW YORK
INSIST ON THE GENUINE

DISTILLED WATER

AT

2c Per Gallon



Guaranteed By

STOKES AUTOMATIC WATER STILLS

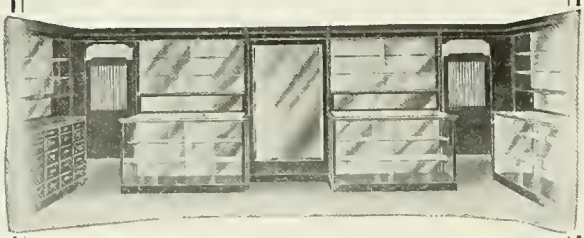
Price Only $18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.

SAGINAW, MICH.

How do you proceed when you wish to buy essential oils of guaranteed quality?

Many dealers just say to their wholesalers "D. & O."

"D. & O." stands for the products of Dodge & Olcott Company, New York City, that come in sealed packages of one ounce and upward.

"You didn't stay very long on the water-wagon."

"Not very."

"I thought you said you would not drink a drop?"

"Got my phraseology mixed. Meant that I wouldn't drop a drink."—*Washington Star.*

Six reasons why the sanitary "Dumore" electrically-driven drink mixer should be on your soda fountain:

1. It advertises your store and attracts customers.
2. It has no springs to rust or weaken.
3. There can be no shocks, for every part is thoroughly insulated.
4. It is started or stopped at any point, and the mixing rod and agitator can be detached instantly.
5. It has few parts and they will not get out of order.
6. It is fully guaranteed.

Let the Wisconsin Electric Co., Racine, Wisconsin, quote you prices.

OUR NEW

Plug Sprinkler

Is Absolutely LEAK PROOF

Neat in appearance, Simplest Construction of any sprinkler on the market.

COLLAPSIBLE TUBES

for all purposes for which tubes are used.

METAL SYRINGES, SUPPOSITORY MOULDS,

Over 200 Shapes and Sizes.

HAND PILL MACHINES.

TIN SPOUTS

For Bug Potson.

ASK FOR SAMPLES PRICES CATALOGUE

A. H. WIRZ

Incorporated

CHESTER, PA.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

"WHAT makes you think Dauber will succeed as a painter?"

"He has the soul of an artist and the preseverance of a hook agent."—*Philadelphia Public Ledger.*

SPECIAL advertising service rendered by experts is rapidly becoming an absolute necessity in the operation of a modern drug store.

If you have not investigated the possibilities of such a service you should by all means do so at once, because the druggist who is not giving sufficient attention to the important subject of advertising in this day of competition is unquestionably in danger of losing business.

The Van Ostrand-Curren Company, Kalamazoo, Mich., is an established agency, making a specialty of advertising service for drug stores. The fact that members of the company have had years of actual experience in the retail drug business especially qualifies the firm to render efficient service.

Refer to the full-page announcement of the Van Ostrand-Curren Company in this issue of the BULLETIN and mail the coupon for full particulars about the firm's exclusive proposition.

"MR. SHEPHERD, your daughter has promised to marry me."

"Humph! she said she'd get even with me when I refused to get her a Pekinese pup."—*London Mail.*

Circle A Corks

have been awarded

The Grand Prize

—the highest possible honor—at the Panama-Pacific Exposition at San Francisco—a fitting recognition of

The Standard Prescription Corks of America

A sample package of 100 Circle A Corks—regular length—in sizes from 2 to 6, will be mailed you for 20 cents in coin or stamps.

Sold by wholesale druggists everywhere.

Armstrong Cork Company

113 Twenty-Third Street, Pittsburgh, Pa.

Dropping Dollars

into the cash register becomes a habit when you make regular window displays of

PLUTO WATER

The use of the artistic, forceful material we supply upon request connects your store with our extensive educational publicity and magnetically attracts new desirable customers.

You'll need a bigger cash box when you sell and display PLUTO. Make your window display *to-day*, and prepare to work overtime counting the DOLLARS. A postal mailed at once will bring details of the "how and why."

N. B.—Order now for shipment between the cold snaps to avoid freezing en route.

FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana.

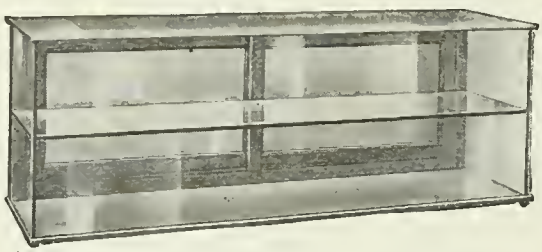
PEERLESS BRAND CORKS

Manufactured expressly for the Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

Boost Your Sales With All-Glass Top Cases



No. 200. 12 inches high, 11 inches wide, and in 2, 3, 4 and 5 feet lengths. Other sizes and styles to order.

Constructed entirely of polished plate glass cemented together. Ornamental in appearance and inexpensive in price.

The best medium for displaying small articles. Utilizes space that otherwise is wasted.

A money maker for the merchant. Send for catalogue and prices.

The Columbus Show Case Co.

COLUMBUS, OHIO.

WHY not increase your earning capacity by spending some of the long evenings this winter in studying pharmacy at home?

The course offered by the Practical Druggist Institute is thorough and complete and will prepare you for the State Board examinations. The cost is small, and you do not have to stop work. You study at home in your spare time.

For sample lessons, terms, etc., write to the Practical Druggist Institute, 53 Gold Street, New York.

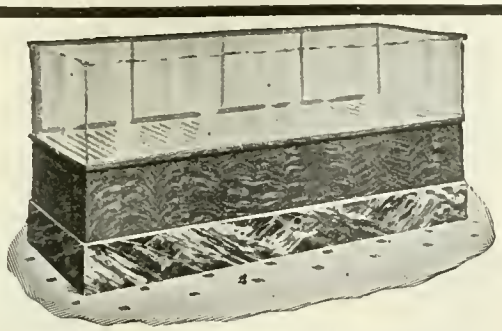
DUTTON: You should pay more attention to your personal appearance, old chap. Remember that the clothes make the man.

De Broke: Yes; but for me the man refuses to make any more clothes.—*Boston Transcript.*

TO FAMILIARIZE BULLETIN readers with the advantages of the Rapid Auto Pen for lettering price tickets, show cards, etc., the manufacturers have a special introductory offer.

For one dollar Dept. R., of the Newton Automatic Lettering Pen Company, Pontiac, Mich., will send 6 pens and two shades of lettering ink, together with complete instructions for doing rapid and uniform lettering by the single stroke method.

If you want a catalogue first, ask for it.



A Message to Merchants

Merchants are learning that they must buy merchandise carefully, display it attractively and turn stocks oftener, if they are to realize the full measure of success.

Quincy Special Show Cases

figure prominently in this important development of the merchandising situation. For many years we have been making handsome and practical display furniture. Our service to retailers includes the submitting of plans, elevations, perspectives, and all details necessary to the arrangement and equipment of a pleasing and effective store interior.

We would like to talk with you about this important phase of your business.

Will you drop us a line? Ask for Catalogue No. 22, a manual into which we have put a good deal of hard money and harder thought.

QUINCY SHOW CASE WORKS

QUINCY ILLINOIS

PITTSBURCH, PA.: 949 Penn. Ave.

JACKSONVILLE, FLA.: 116-118 E. Forsyth St.

WICHITA, KANS.: 301 Beacon Building.

OKLAHOMA CITY, OKLA: 208 N. Robinson Ave.

DALLAS, TEXAS: 406-408 S. Lamar St

A GOOD MONEY MAKER FOR YOU !

THE EMERSON PNEUMATIC HAIR BRUSH

Cools the Head
Light and Durable
Absolutely Sanitary
Creates a Healthy Scalp
Recommended by Physicians

Sold by Leading Jobbers throughout the United States. Send for Samples and Price Lists.

H. P. EMERSON & CO.,

33 Kingston St., - BOSTON, MASS.

FIRST STENOG: How do you like your new boss?

Second Stenog: Great! He don't know no more about grammar, spellin, an' punctuation than I do; he's jest out 'er college!—*Cleveland Plain Dealer.*

ILLUSTRATED on another page of this issue is a modern soda fountain which the Puffer Manufacturing Co., 51 Portland Street, Boston, Mass., is offering at a price that makes it particularly desirable for the owner of a small store.

Entering into the composition of the fountain are stone, metal, vulcan and cork—an everlasting combination. Vulcan is a seamless material hard as stone, impervious to water or acids, and will outwear any other part of any construction. Every Puffer apparatus is sealed, adding tremendously to its value in ice-saving, sanitation and plumbing.

If you are interested in a practically indestructible fountain, at a low price, it will pay you to turn to the Puffer ad and examine the cut carefully.

Do it now, and then write for a catalogue or further particulars.

COMMERCIAL GENT (traveling in tobacco): "That, sir, is a cigar you could offer to any of your friends."

Hotel Proprietor: "Ah, yes; I can see that. But the point is, have you got any that I could smoke myself?" —*Punch.*

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.

NEW YORK

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

Ask Your Jobber for Prescription

TREFOIL M TREFOIL TRADE MARK

CORKS

TREFOIL B TREFOIL TRADE MARK

MANUFACTURED BY

R. W. McCready Cork Company,

CHICAGO, ILL.

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-powder Bottles, Talcum Powder Tops.
Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway

EDISON stands for 36 years' experience in the manufacture of 500,000,000 electric lamps.

MAZDA is the mark of world-wide research and investigation.

EDISON LAMP WORKS

of General Electric Company

HARRISON, N. J. 5200

"Jack says he is going to raise the wind."

"Well, what then?"

"Then, of course, he'll blow it in."—*Baltimore American.*

Intesti-Fermin tablets contain pure cultures of Bacillus Bulgaricus and the bacterium Glyco-Bakter Peptolyticus—a combination of Bulgarian sour milk ferments, recommended for the treatment of intestinal poisoning, auto-intoxication, and kindred ills. The researches conducted by Professor Elie Metchnikoff and other eminent authorities have demonstrated to physicians the value of such a combination in warding off premature old age caused by intestinal poisoning.

Intesti-Fermin tablets are advertised to both physicians and laity and druggists are reporting a quite steady demand for them. They pay a good profit.

The Berlin Laboratory, Ltd., 373 Fourth Avenue, New York, producers of Intesti-Fermin, offers to send samples and explanatory literature. Ask for them.

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:
GLASSBORO, NEW JERSEY

With Brenard's New Trade Extension Campaign you can get the people to spend their money freely—you can force your sales—you can have the biggest business in your history—you can turn your season's goods into cash quick—you can dispose of your odds and ends and slow sellers at full retail price—you can get a lot of ready cash quick—it is a plan that will give you a big lead over competition.

We Grant Exclusive Use of Our Plan

Don't let your competitor beat you to it.
Write to-day for full and complete explanation of just how it works. Remember that it will cost you nothing to investigate it first. Address your letter to

M. H. Brand writes: "We have increased our business over 50 per cent, and on the closing days of our campaign our cash sales were more than twice as great as two weeks of REGULAR trade. All in all I consider your 'Trade Extension Campaign' the best and yet the cheapest method I have ever found for getting business, therefore I am to-day giving your Mr. Smith a duplicate order for immediate shipment, and with your valuable assistance I expect to do even better than I did last year."

BRENARD MFG. CO.
IOWA CITY IOWA

ELEVATORS

FOR ALL PURPOSES.

We Make

HAND ELEVATORS, POWER ELEVATORS, DUMB-WAITERS, INVALID HOISTS, BOX HOISTS, ETC.

Write for information and prices.

Sidney Elevator Lift Co. Mention this Journal **Sidney, Ohio.**

Lenox Chocolates

Big Christmas Sellers

There's more than *quality* back of the tremendous success of Lenox Chocolates. There's a big, broad and vigorous advertising campaign that is making them bigger sellers than ever before.

Lay in a good supply *now*, before the Christmas rush begins. Should your jobber not sell Lenox, write or wire us.

NEW ENGLAND CONFECTIONERY CO.
Boston, Mass.

MODERN merchandising methods require that goods be bought carefully and displayed attractively in order to secure the necessary turnover that measures a successful business.

The service to retailers offered by the Quincy Show Case Works, of Quincy, Illinois, figures prominently in the development of the display feature. The service includes the submitting of plans, elevations, perspectives, and all details necessary to the arrangement and equipment of a pleasing and effective store interior.

The Quincy catalogue No. 22 tells about the service and shows many trade-attracting store arrangements. Send for it to-day.

HE was wandering aimlessly around in a department store when the floorwalker approached him.

"Looking for something?" he asked.

"Yes, my wife," replied the man.

"Describe her."

'Well, she's sort of a limousine with heavy tread and usually runs on low."—*Ohio Motorist.*

It fits any drawer.
It holds any shop label.
Labels can not be mixed up or lost.
Keeps them flat, clean and in plain sight.
The Friend of the Busy Druggist.

The Economical Label Holder

Will convert any drawer in your counter into an ORDERLY, SAFE and CONVENIENT RECEPTACLE FOR your LABELS

EACH HOLDER has a capacity of from 200 to 250 gummed shop labels. Screw a sufficient number of these inexpensive Label Holders to the bottom of your label drawer, insert your labels and there you are, a NEAT, EFFICIENT and ECONOMICAL LABEL CASE. **$1.75 per doz.**

MERCHANTS PUBLISHING COMPANY
Manufacturers of Druggists Labels and Boxes. **KALAMAZOO, MICH.**
Correspondence Invited from Salesmen Calling on Drug Trade

DIGALEN "ROCHE"

PANTOPON **THIOCOL**
SEDOBROL **LAROSAN**

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

Wade's Great Gold Fish Offers

Many Leading Drug Stores Now Make a Specialty of Gold Fish and Aquaria Supplies.

COMB. A	144 Pint Fish Globes.	288 Small Gold Fish,	144 Boxes 10c Fish Food.	**$14.40.**
COMB. B	72 Quart Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	**$10.00.**
COMB. C	72 Half-gal. Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	**$14.40.**

One Dip Net and Sufficient Plant are Given with Each Combination.
We Give 25 Extra Fish to Retail at 10c Each, if Cash is sent with Order.

Globes by Freight. **F. O. B. Toledo, Ohio.** **Fish by Express.**

J. J. WADE & CO. **TOLEDO, OHIO.**

WILLIE: Paw, why is the way of the transgressor hard?

Paw: Because so many people have tramped on it, my son.—*Cincinnati Enquirer.*

PROFIT BRINGERS FOR THE HOLIDAY SEASON.—This year the American News Company offers 70 designs of Christmas post-cards for holiday selling. The cards are designed by high paid artists, with color combinations worked out by skilled lithographers.

The prices are low. One hundred assorted cost 50 cents, five hundred cost $2.00, and one thousand cost $3.50.

By sending in your order now you will get an assortment of 70 different designs, and at all times the assortment will include at least 50 designs.

To insure prompt attention address your order to the Toy and Post Card Department, The American News Company, 9 to 15 Park Place, New York City.

UPON the "dressing up" of your special preparation quite often depends the impression it makes upon the person who sees it for the first time. You can't afford to take chances with an inferior or poor-appearing finish.

Allen Telescopic and Kent patent tops for cans, tooth powder bottles, and talcum powder tops are attractive and serviceable. For prices on them, or on plain and decorated collapsible tubes, cast metal sprinklers, soda holders, or sheet metal goods of any kind, address the Consolidated Fruit Jar Co., New Brunswick, N. J.

"Now, Tommy, of course you know about Achilles."

"Yes'm. His mother dipped him in the Styx."

"That's it. So that he was vulnerable in one heel only. Still, in that exact spot the missile struck him. Now what does this story illustrate?"

"Lack of efficiency," ventured Tommy.—*Louisville Courier-Journal.*

Worked Wonders for Miss Annie Mule

"IT'S WURMS DOCTOR I FEEL 'EM CRAWLIN"
TAKE DR BLACKMANS MEDICATED SALT BRICK
DR BLACKMANS MEDICATED SALT BRICK
A WORM MEDICINE AND STOCK TONIC SOLD ON A GUARANTEE
"OH! YOU DARLING BRICK"
THREE WEEKS LATER

A DOCTOR WITH PLENTY OF HORSE SENSE — GUARANTEED — THE BRICK DID THE TRICK

Drop Brick In Feed Box-It Will Do The Rest

FROM A DEALER.

Ship me five cases BLACKMAN'S MEDICATED SALT BRICK. It gives my trade entire satisfaction. When a customer buys one brick he usually wants from six to a dozen when he returns.

A. J. ABELMAN.
Beaumont, Tex., Jan. 15, 1913.

Delivered price, $5.00 per case of 30 brick. Quantity discount 2% on 2 cases; 5% on 5 cases; 8% on 10 cases; and 10% on 20 cases. Half of the above discounts west of the Mississippi River and south of Jacksonville, Fla.

Our Medicated Salt Brick is a big success that repeats and never quits repeating.

We will write up mailing lists of 50 names of stock owners for each case ordered, up to 10 cases.

Why not sell it? It's a money-maker.

BLACKMAN STOCK REMEDY CO.
CHATTANOOGA, TENN.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York

BRANCH OF SCHIMMEL & CO. LEIPZIG

KAOLIN MERCK

Its use is being widely extended. Send for leaflets. Stock it now.

FILTER PAPER ALL KINDS FOR ALL PURPOSES

Essential Oils — Vanilla Beans

J. MANHEIMER 28 GOLD STREET **NEW YORK CITY**

"Fixtures for every store and every purse" is the business of the Wilmarth Show Case Co., 1520 Jefferson Ave., Grand Rapids, Mich.

Experts in the employ of the Wilmarth Company stand ready to help you with your fixture problems whether your requirements are for a single case or a complete store outfit. A letter, mentioning the Bulletin, will put you in touch with them and bring you a complete catalogue of Wilmarth fixtures.

"What makes Smithson's nose so red? Does he drink a good deal?"

"Why, no, I don't think so. I know him well and never saw him drink much. I think his nose must be like my gas meter—registers more than it consumes."—*Battery Notes.*

Tall Boarder: How do you like your new boarding place?

Short Boarder: Well, two Belgian refugees who were boarding there decided to go back to Belgium.—*Brooklyn Eagle.*

"The kind that doesn't break in the bottle-neck" is the way one druggist describes Peerless brand corks.

Peerless corks are manufactured expressly for prescription use by the J. H. Paddock Co., Bush Terminal, Brooklyn, N. Y.

Jude Johnson hasn't taken a bath since he read that a man broke his neck when he stepped on a bar of soap in a bathtub. This safety-first proposition is spreading. —*Atchison Globe.*

The Skillen-Goodin Glass Company of Yorktown, Indiana, will illustrate their Perfect Pakt Prescription bottle in next month's issue.

ELCAYA
TOILET PREPARATIONS
CREME ELCAYA
CERAT ELCAYA
BAUME ELCAYA
POUDRE ELCAYA
SAVON ELCAYA
CERISE ELCAYA
POUDRE DE RIZ ELCAYA
All Styles and Sizes
Through the Jobber
Write for Price List, Special Offers and Advertising
JAMES C. CRANE
SOLE AGENT
108 Fulton St. NEW YORK

HANFORD'S
Balsam of Myrrh
THE RELIABLE LINIMENT
Sold by all Jobbers.
G.C. Hanford Mfg. Co.
SYRACUSE, N. Y.

A $4.50 Self-Moistening Brush Does $25.00 Worth of Dustless Sweeping

Saves $20.00 in Sweeping Compound and Floor Oil.
30 DAYS FREE TRIAL EXPRESS PREPAID
MILWAUKEE DUSTLESS BRUSH CO.
MILWAUKEE *Ask for Offer "B."* WISCONSIN

POPULAR FOR NEARLY A CENTURY
PLANTEN'S (TRADE MARK) C & C OR BLACK CAPSULES
REGISTERED IN U. S. PATENT OFFICE.
AN OLD CELEBRATED REMEDY FOR MEN
BEWARE OF COLORABLE IMITATIONS.
U. S Court of Appeals recently sustained our rights to the exclusive use of the trade marks C & C and C & C or BLACK.
H. PLANTEN & SON (Founded 1836)
BROOKLYN, N. Y.

ESTABLISHED 1857
THE "WALKEASY"
ARTIFICIAL LEG
MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED
GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N.Y.

THE BARNSTEAD STILL
MAKES CHEMICALLY PURE WATER.

THE DRUGGIST'S STILL
Capacity One Gallon per Hour
Nickel-plated, - - - - - - $25.00
THE DRUGGIST JUNIOR
Capacity One-half Gallon
Copper finish - - - - - - $15.00
Nickel finish - - - - - - $16.00
WRITE FOR INFORMATION
BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.

THE PESSIMIST: "Would anything ever tempt you to commit suicide?"

The Optimist: "Never! I'd die first."—*Life.*

STRIKING advertisements in forty-three of the leading national magazines are constantly directing readers to look in druggists' windows for displays of Eveready Flashlights.

This advertising, repeated week after week, is selling millions of Eveready flashlights, tungsten batteries and Mazda lamps. The quality of the goods makes satisfied customers who are repeaters when batteries and lamps need to be renewed.

Eveready Flashlights are sold on a special introductory-order proposition which makes it easy to start building up sales for your store. To find out about it clip and mail the coupon attached to the advertisement of the American Ever Ready Works, Long Island City, New York, which appears on another page of this issue.

"OH, GEORGE, you've broken your promise."

"Never mind, dearie; I'll make you another."—*Life.*

Rapid AUTO PEN

The Perfect SINGLE STROKE medium for Lettering PRICE TICKETS, SHOW CARDS, ETC.

SPEED and UNIFORM LETTERING GUARANTEED

Manufactured in 76 sizes and styles. Special introductory offer—6 pens and 2 shades Lettering Ink, with complete instructions, prepaid $1.00. Catalog free.

THE NEWTON AUTOMATIC LETTERING PEN CO.
Dept. R, PONTIAC, MICH., U. S. A.

HIGGINS'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives

Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

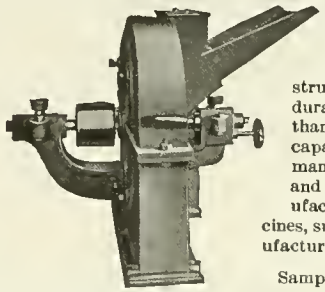
CHAS. M. HIGGINS & CO., Mfrs.
Branches: Chicago, London.
271 Ninth Street, Brooklyn, N. Y.

WANT MORE PAY IN YOUR WEEKLY ENVELOPE?

If so take the course offered by THE PRACTICAL DRUGGIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE
53 Gold Street, NEW YORK.

DRUG MILLS



Front View No. 1 MEAD MILL (smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R. DETROIT, MICH.

OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

ALKALOL

8-oz. $4.00 per Doz.
16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

HOTEL CLERK: The guest in No. 206 says he had a nightmare last night.

Proprietor: Well, charge it on his bill—two dollars for livery.—*Judge*.

CHEMICALLY pure water at a surprising low operating cost is obtained by the use of the Barnstead Still.

Barnstead stills, nickel-plated, and with a capacity of one gallon of distilled water every hour, sells for $25 each. With an hourly capacity of one-half gallon the price of a copper-finished still is $15. The same size, but with a nickel-finish, sells for $16.

For descriptive literature address the Barnstead Water Still Co., 51 Chardon Street, Boston, Mass.

Sal Hepatica
$2.00 $4.00 $8.00 Per Doz.

Gastrogen Tablets
$4.00 $24.00 Per Doz.

Clinton Cascara Active
$2.00 $10.20 Per Doz.

All Jobbers

Bristol-Myers Co. New York

MR. DRUGGIST

Have You a Camera Department?

If not, according to the best authentics you are overlooking one of the best opportunities in the business.

There is going to be a big business in Cameras this Christmas and by ordering now you can get your share of the profits.

Every Seneca Dealer will *endorse* these sentiments.

NEWS AGENCY
SUBSCRIPTIONS RECEIVED FOR ALL PUBLICATIONS

CRAW'S DRUG STORE

E. E. CRAW PROPRIETOR

DEALER IN
DRUGS, PATENT MEDICINE, OPTICAL GOODS CAMERA AND CAMERA SUPPLIES, JEWLERY AND GIFT GOODS FOR EVERY OCCASION

Sadorus, Illinois,

Seneca Camera Mfg. Co.,

Rochester, N. Y.

Gentlemen:-

We want you to know we prize having the sale of the "Seneca Cameras", they are such well-finished and highly efficient instruments.

We have been handling cameras and camera supplies for some time; our sales show it to be an important department, well worth our attention and the investment involved.

The "Your money back if you'r not satisfied" feature of your plan of selling cameras is so commendable; it is a "Square deal" for all parties concrened and is a "Winning way" of making sales and satisfied customers.

Very cordially yours,

CRAW'S DRUG STORE.

Per E. E. Craw

Remember we will put our $60 Assortment o **Seneca Cameras** in your store on 10 Days' Trial. If you are not satisfied send it back at our expense and we will credit your account with the full amount.

Seize this opportunity—Send in the coupon *Now, To-Day.* You will never regret that you have the Seneca Agency.

SENECA CAMERA MFG. CO.

303 State Street, - ROCHESTER, N. Y.

COUPON

☐ Send $60 Department. ☐ Send Catalogue and Terms.

Check what you want.

Write name in margin, tear off and send NOW.

Anastigmat Lens, Speed F 7:5 $12.50

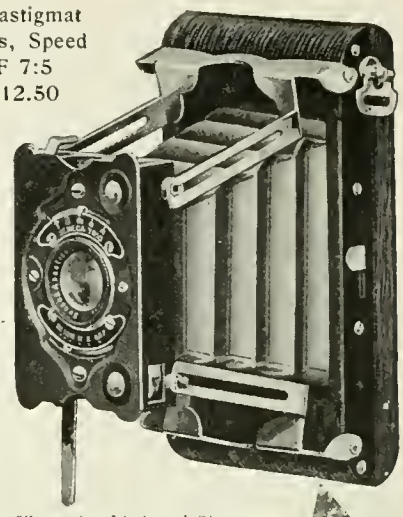


Illustration ½ Actual Size
The "Little Indian," $7 to $22.50, According to Equipment

Wouldn't you like to try this splendid little Camera for 10 days?

Step into your dealer's and tell him you want a

Vestpocket Seneca

if you are not more than pleased take it back and get your money. The "Little Indian," made of metal, with leather covered back, takes clear, sharp pictures 1⅝ x 2½ inches. The front has to pull way out into exact focus and is rigid. The back is removed for loading just like the big Senecas. The film goes in easily and never binds or sticks. Take it out of your pocket, pull out the front and snap your picture. The fine lens and shutter equipment insure results.

The "Little Indian" accommodates any standard make of film, but for fine results we recommend No. 254 Vulcan Film, and Argo paper for prints and enlargements.

Ask your dealer or send today for the

Free Seneca Handbook

describing the entire tribe of Seneca Cameras from the Scout at $2 to the Superb Roll Film Senecas.

Druggists, Stationers, Jewelers, and Opticians who are not at present able to supply Senecas should investigate our $50—$60—$75 and $100 departments carefully arranged for new dealers.

SENECA CAMERA MFG. COMPANY
255 State St., Rochester, N. Y.

Actual Size of Picture

WANT ADVERTISEMENTS

STORES, FIXTURES AND APPARATUS FOR SALE,
HELP WANTED, SITUATIONS WANTED,
BUSINESS AND PROFESSIONAL CHANCES, ETC.

Rates.—25 words or less (one insertion), $1.00; each additional word, 3 cents; *cash with order.*
Copy should reach us before the 25th of the month to insure insertion in the next month's issue.

THE BULLETIN OF PHARMACY, Detroit, Mich.

FOR SALE.—First-class drug store in good Iowa town of 3000. Invoice $8000. Nyal and Eastman agencies. Good deal for right man. Address "J. W. S.," care BULLETIN OF PHARMACY. 11

FOR SALE.—Cloverland Drug Store at invoice. Clean stock; good fixtures; low rent. See photo, page 38. this issue. Fine opening for young druggist. State age, resources, and intentions. F. Hibbard, Cloverland Drug Store, Rockland, Mich. 11

WANTED.—Situation as pharmacist by young man. Pharmacy graduate and licensed druggist, with experience as prescriptionist and salesman. Address Box 114, Stillmore, Ga. 11

FOR SALE.—An Illinois Rexall drug store in modern prescription town of 1200 population, 75 miles from Chicago. Daily cash sales for past nine years, $38.00. Yearly profits, $4200. A money-maker; $4500 for stock and fixtures. Act quickly. Address B. O. H., care BULLETIN OF PHARMACY. 11

WANTED.—Traveling salesman for soda-water apparatus. State age, experience, last employer. territory covered, results, and references. P. O. Box 2785, Boston, Mass. 11

TAKE NOTICE.—Beautiful corner store in new block next to C. F. Smith. grocer; fine location for druggist. Call North 3724 or at 147 Putnam, Detroit, Mich. 11

FOR SALE.—Nyal drug store in Illinois town of 1300. No other pharmacist. Stock and fixtures $1800; lump $1600. Address L. A. Gordon, Vermont, Ill. 11

WANTED.—Situation as drug clerk. Am a graduate of pharmacy and have had two years' experience; best of references. Please address Mich., care BULLETIN OF PHARMACY. 11

TWO GOOD POSITIONS OPEN IN SHANGHAI.—Messrs Voelkel & Schroeder A.-G., wholesale and manufacturing chemists of Shanghai, China, desire the services of two good men: (1) a qualified pharmacist as an assistant in their pharmacy; (2) a man with good, general pharmaceutical knowledge as superintendent in their shipping department, directing the work of native packers, etc. For these positions Messrs. Voelkel & Schroeder are prepared to pay good salaries, with substantial increases from year to year if results are satisfactory. They will also pay the passage to Shanghai, subject to contract. Correspondence with qualified, faithful men is invited in reference to these positions. Applicants will address their letters direct to Messrs. Voelkel & Schroeder A.-G., 37, Nanking Road, Shanghai, China, giving references and full particulars as to qualifications. 11

WILL PAY CASH for a good live drug store located in Central West. Give full particulars. Address Cash, care BULLETIN OF PHARMACY. 11

WANTED.—Situation as pharmacist by lady. Am a graduate, registered in Iowa; store experience. Address A. M., care BULLETIN OF PHARMACY. 10

WANTED.—Traveling drug salesman to handle our drug specialty side-line. Also man with established trade full line non-secrects. Require references. Address Manufacturer, care BULLETIN OF PHARMACY. 10

WANTED.—Registered druggist. sixteen years' experience, wants position in the South about December 1st. Gilt-edge references. Box 75, Carterville, Mo. 10

FOR SALE.—First-class drug store in good Iowa town of 3000. Invoice $8000. Nyal and Eastman agencies. Good deal for right man. Address "J. W. S.," care BULLETIN OF PHARMACY. 10

WANTED.—To hear from owner of good drug store for sale. State cash price, description. D. F. Bush, Minneapolis, Minn. 10

DRUG STORES FOR SALE (snaps); also jobs—all States. Physicians, veterinarians, dentists, and nurses furnished and located. F. V. Kniest, Omaha, Nebraska. Estab. 1904. 7

Have it ready!

The diphtheria season is here.

Order your early supplies of antitoxin.

Get OUR serum—the serum that is in active demand by physicians.

Let your medical patrons know that you can fill their orders promptly.

Do these things now—prepare for a period of profitable business.

CONCENTRATED

ANTIDIPHTHERIC SERUM

(GLOBULIN).

This is the highest type of antitoxin—antitoxin that has been tested and proved; antitoxin that you can dispense with confidence and satisfaction; antitoxin that every physician wants.

SYRINGE CONTAINERS.

Bio. 15— 500 antitoxic units.
Bio. 16—1000 antitoxic units.
Bio. 17—2000 antitoxic units.
Bio. 18—3000 antitoxic units.
Bio. 19— 4000 antitoxic units.
Bio. 20— 5000 antitoxic units.
Bio. 21— 7500 antitoxic units.
Bio. 22—10,000 antitoxic units.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

HISTORY
of the
UNDERWOOD

The Greatest Story of TYPEWRITER

ACHIEVEMENT

AND

SUPREMACY

Winner of the Highest Awards and Gold Medals from Paris in 1900, to the

FIRST GRAND PRIZE
SUPREME HONOR

Panama Pacific International Exposition 1915

"The Machine You Will Eventually Buy"

UNDERWOOD BUILDING **NEW YORK**

A soap for many purposes

IN SURGERY:

An admirable general disinfectant. For the preparation of antiseptic solutions.

IN GYNECOLOGY AND OBSTETRICS:

An efficient antiseptic, deodorant and lubricant for the examining finger or instruments.

IN GENERAL PRACTICE:

Useful as a disinfectant for the hands after examinations. Efficacious in the treatment of parasitic diseases.

IN THE HOME:

For cleansing minor wounds. A valuable deodorant in offensive perspiration. For cleansing the scalp and checking dandruff. For the preparation of vaginal douches. For killing insects on household pets.

◆ ◆ ◆

Germicidal Soap (McClintock).

Germicidal Soap, 2% (contains 2% of mercuric iodide): large cakes, one in a box.
Germicidal Soap, Mild, 1%: large cakes, one in a box; small cakes, five in a box.
Germicidal Soap, Soft, 1%: collapsible tubes.
Germicidal Soap, Surgical, 1%: cylindrical sticks, each in a nickel-plated case.

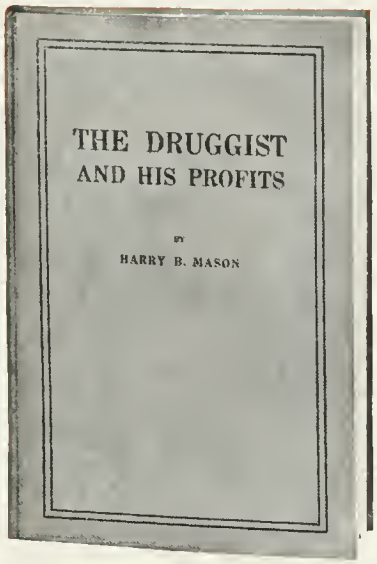
THIS SOAP IS WIDELY ADVERTISED TO PHYSICIANS.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U.S.A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

What Retail Druggists Say



Last month we printed a full-page advertisement quoting what some of the deans and other teachers in colleges of pharmacy had said about Mr. Mason's new book entitled "The Druggist and His Profits." This month we are repeating a few of the statements made by practical druggists who have bought the volume for their own use in the better conduct of their stores:

I think that Mr. Mason has compiled in this book the strongest points that I have ever read.—L. E. SMITH, East Dubuque, Ill.

"The Druggist and His Profits" certainly hits the nail on the head. I made the price of it the first day after reading it, and I think I could sell a copy to every druggist in the United States if I tried.—B. S. COOBAN, Chicago, Ill.

I want to say that I do not see how any druggist can be without this valuable, I should have said indispensable, book. It was just what I have wanted to see in print for a long time. It is just as necessary to the retail druggist as his Pharmacopœia is.—JOHN J. SEIBERZ, Louisville, Ky.

You have gotten a little closer to the vitals of this subject, and handled it in a more comprehensive way, than anybody who has tackled it so far. I am in favor of a law requiring druggists to carry this volume in their pockets. If there is anything that it seems impossible to get through the benighted noodles of retail druggists of this country it is the word profit.—W. H. COUSINS, Dallas, Texas.

Scores of letters of this enthusiastic nature have come in to the publisher. There is no doubt at all about it—Mr. Mason's book has hit the nail squarely on the head, and has handled the vital question of profit-making in a manner which means hundreds of dollars annually to every druggist in the country.

You can't afford to be without this book if you want to conduct your business intelligently, and if you want to extract from it what you should in the way of annual earnings.

Sent for $1.00 post-paid.

E. G. SWIFT, Publisher, - DETROIT, MICH.

ANSCO

ANSCO CAMERAS
ANSCO SPEEDEX FILM
CYKO PAPER

Christmas Joys and Ansco Cameras go hand in hand.

Druggists are preparing now to sell ANSCO Cameras as Christmas gifts.

An ANSCO photo supply department started now will be in full swing when Christmas trade begins.

Simple to install.
Easy to sell.
Small investment.
Big profits.

Write us today.

The picture shown above is a reproduction of an ANSCO window display cutout sent free with ANSCO Christmas advertising assortment to all new dealers.

POST CARD

PLACE ONE CENT STAMP HERE

Please send me without any obligation full information how to install an Ansco Photo Supply Department.

Name_____

Address_____

City and State_____

Ansco Company
Binghamton
N. Y.